

FORMERLY THE SPICE MILL

COFFEE & TEA INDUSTRIES

76th YEAR

MAY 1953

C. E. BICKFORD & CO.
COFFEE BROKERS

NEW YORK
88 Front Street

NEW ORLEANS
427 Gravier St.



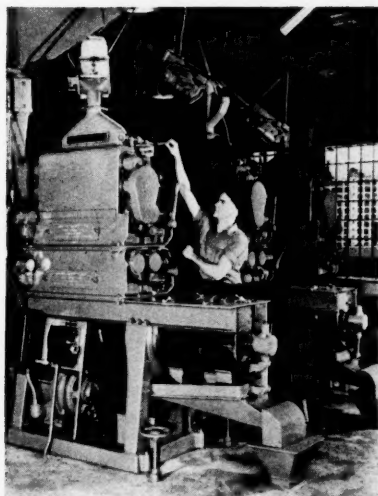
Have you seen our booklet, "COLOMBIA, THE LAND OF COFFEE"? It's delightfully illustrated, and yours for the asking.

**NATIONAL FEDERATION
OF COFFEE GROWERS OF COLOMBIA**

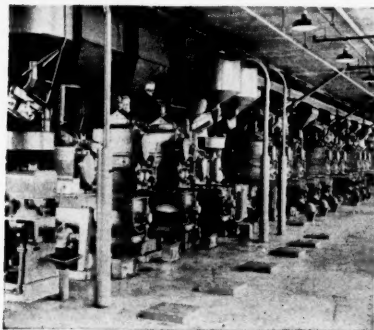
Member of Pan American Coffee Bureau
120 WALL STREET • NEW YORK 5, N. Y.

The "Repeat Order" Average Now Shows THREE

USERS continue to prefer GUMP COFFEE GRANULIZERS. Roasters from coast to coast . . . large national distributors as well as sectional and local Roasters . . . re-order Granulizers whenever additional grinding capacity is needed! This overwhelming preference is convincing proof of the consistent high quality of grinds and the operating economies of these popular machines.



Actual experience with these dependable machines has been so satisfactory that the "repeat order" average now shows three Granulizers per user. One large roaster has 54 units!



Granulizers Per User!

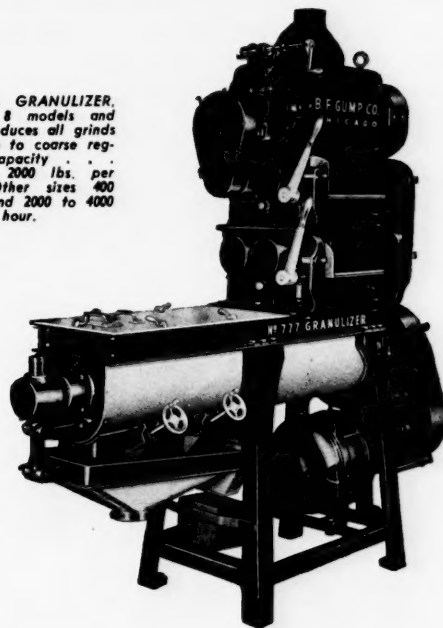
If you want to cut production costs as well as improve the quality of your grinds, check up on Gump Coffee Granulizers today. Consider the fact that hundreds of Coffee Roasters depend on Granulizers *exclusively*. They repeatedly order "another Granulizer" to fill expanded grinding needs. These sturdy, long-lived, dependable machines will be the *right* answer to *your* grinding problems, too. We'll gladly give you complete details and recommendations on the model exactly suited to your needs. Write today.

B. F. GUMP CO.

Engineers & Manufacturers Since 1872

1312 South Cicero Avenue, Chicago 50, Illinois

No. 777 GRANULIZER, one of 8 models and sizes, produces all grinds from fine to coarse regular. Capacity . . . 1000 to 2000 lbs. per hour. Other sizes 400 to 600 and 2000 to 4000 lbs. per hour.



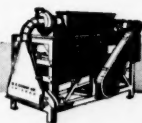
B. F. GUMP CO.

MAY, 1953

EDTBAUER-DUPLEX
NET WEIGHERS



IDEAL GREEN
COFFEE CLEANERS



GUMP COFFEE
GRANULIZERS

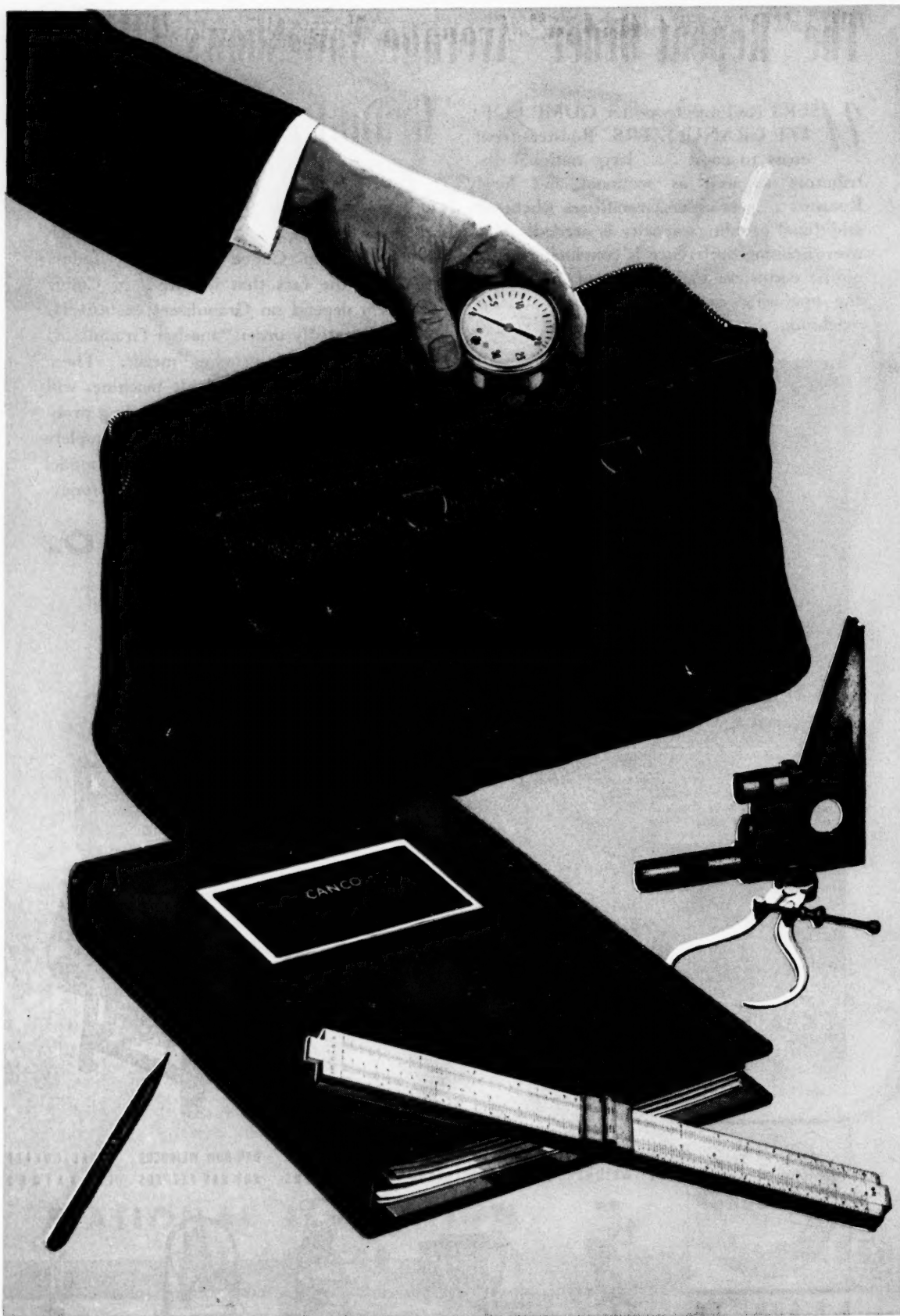


BAR-NUN WEIGHERS
AND BAG FEEDERS



IDEAL COFFEE
ELEVATORS





To the rescue...
25,000 times!

The **Canco** technical man is a very important person in your business.

No matter where your plants are located, you can rely on him to call *promptly* when you need him.

Day after day, Canco's trouble-shooters not only devote their energies to production line difficulties and to improving crop yields, but to suggesting new formulas and products . . . to supervising new installations . . . and to maintaining and increasing production.

During 1952, Canco technical men made more than 25,000 such calls on Canco customers.

If you do business with Canco, you know the value of this constant, conscientious technical service. If not, isn't it time you, too, added these superior services to your own?

Go first to the people who are first!

AMERICAN CAN COMPANY



New York, Chicago, San Francisco; Hamilton, Canada

Today no coffee container in the world can offer you better flavor protection than the vacuum pack can, originated by Canco.





P. A. C. B. NEWS

Pan-American Coffee Bureau, 120 Wall Street, New York 5, N. Y.
Brazil • Colombia • Costa Rica • Cuba • Dominican Republic • Ecuador
El Salvador • Guatemala • Honduras • Mexico • Venezuela



© 1953

progress for the "Coffee-break"

A little over a year ago the Pan-American Coffee Bureau began its "Coffee-break" advertising and promotional campaign.

The object has been, of course, to provide new opportunities for coffee consumption by promoting the habit of the between-meal time out for a cup of coffee.

The selection of this "Coffee-break" theme was a logical one. Coffee drinking in the United States is almost universal at breakfast, and meal-time coffee drinking is a relatively static factor. We, therefore, concentrated upon the largest potential market — the 63% of regular coffee drinkers who were not enjoying coffee between meals.

Our research now gives us concrete evidence that the campaign is a success. Between-meal consumption of coffee is up 19.6% from the winter of 1951. At-work consumption is up 21.4%. We feel that this is both a testimony to coffee's increasing popularity and the efforts made to establish this broader consumption pattern.

further efforts planned

These substantial gains have encouraged us to continue to promote the "Coffee-break" theme through another 12 month advertising program. It is reasonable to believe that as its momentum increases, the "Coffee-break" may develop into as established a habit as coffee at breakfast.

In the second year of nationwide "Coffee-break" promotion, the Bureau's colorful full-page advertisements will sell the benefits of

the "Coffee-break" through four leading magazines — Life, Saturday Evening Post, Look and Collier's, with a total circulation of approximately 16,000,000 and an audience of several times that number.

Complementing this powerful national magazine schedule will be a strong program of one minute radio spots five days a week, over 124 key radio stations. This radio advertising provides a fine year-round repetition for the "Coffee-break" theme and gives instructions for proper coffee brewing.

"made-to-order" for you

Because the "Coffee-break" theme encourages more people to drink more coffee more often, it works to the benefit of the entire coffee roasting industry.

It gives every roaster a good opportunity to capitalize on a nationwide campaign in his own advertising.

For instance, by just adding the slogan — "Give yourself a Coffee-break" to your own advertising and promotional material, your brand can directly benefit from the tremendous pressure of the Bureau's campaign.

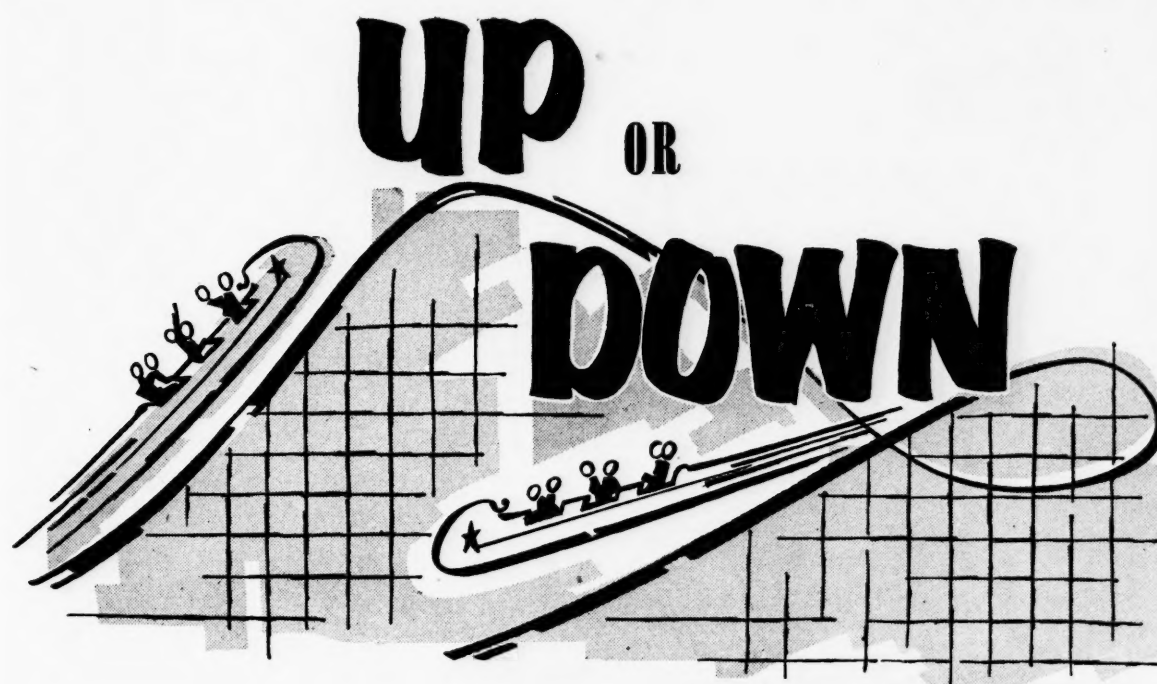
It is that easy. Why not plan such a tie-in now?

Sincerely yours,

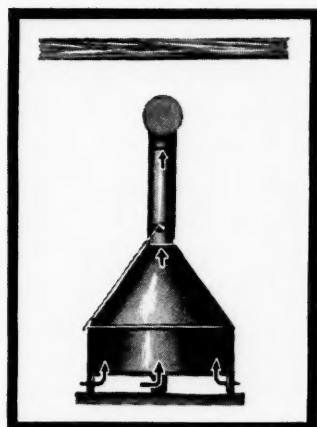
Chas. G. Lindsay

MANAGER

Coffee & Tea Industries and The Flavor Field, published monthly by The Spice Mill Publishing Company, 106 Water St., New York, N. Y. Subscriptions \$3.00 a year, 50 cents per copy, May 1953, Vol. 76, No. 5. Reentered as second class matter June 22, 1951, at the Post Office at New York, N. Y., under the Act of March 3, 1879.



YOU CAN HAVE **EITHER** WITH BURNS STIRFLEX COOLERS!

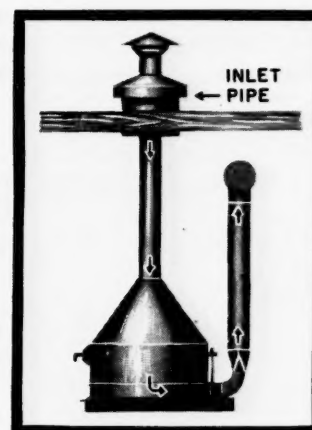


Up-draft Stirflex—cooling air taken from adjacent area.

Whether you want up-draft cooling or feel you get the best results from down draft—you can still have the world's best cooling equipment because BURNS STIRFLEX COOLERS can be installed to give you either.

Regardless of which system you choose—in a STIRFLEX you are assured of efficient, adequate and consistent cooling. You are assured of equipment which will give complete uniformity in the cooling of your roast.

Our engineers are at your service to assist in determining whether up or down draft cooling is best for your particular requirements.



Down-draft Stirflex—air brought from outside.



Write today for new Bulletin 24A4 for complete information on Burns Stirflex Coolers.

MEMBER OF
NCA

JABEZ BURNS & SONS, INC.
11th Avenue at 43rd Street • New York 36, N. Y.

DESIGNERS AND MANUFACTURERS OF PROCESSING EQUIPMENT FOR THE FOOD INDUSTRY: COFFEE, TEA, COCOA, PEANUT BUTTER, NUTS, MALT, CEREAL PRODUCTS ETC....CONVEYING AND STORAGE EQUIPMENT • TESTING EQUIPMENT

Engineers

SINCE 1864

MAY, 1953

NOW
MORE THAN EVER
IS THE TIME TO
SAVE
WITH
PORTUGUESE
COFFEES

THEY WILL
 FIND BLENDS

JUNTA DE EXPORTAÇÃO DO CAFE

HEAD OFFICE: RUA AUGUSTA 27, LISBON, PORTUGAL
 BRANCHES: CABO VERDE • S. TOMÉ • ANGOLA



Dredge Top



Spout Top



Sifter Top



Slip Top



Screw Top



Friction Top



Round, square, oval, oblong—spiral or convolute—designed to your specific needs.



Absolute product protection is a "first" in R. C. packaging. Asphalt-impregnated and paraffin-lined containers are just two examples of R. C. Packaging.



Fast dependable deliveries, free from material-shortage headaches. Four factories to serve you.



Always smart-looking, up-to-date . . . yet R. C. Packages cost less to produce, to ship.

R.C. CAN COMPANY

MAIN OFFICE and Factory 9430 Page Blvd., St. Louis 14, Mo.

Branch Factories: Arlington, Tex.; Rittman, O.; Kansas City, Mo.

SALES OFFICES:

C. E. DOBSON, 1003 Carondelet Bldg., New Orleans 12, La. • R. C. CAN CO., 225 West 34th St., New York, N. Y. • L. C. MORRIS CO., 1125 Spring St., N. W. Atlanta, Ga. • S. W. SCOTT, 608 McCall Bldg., Memphis 3, Tenn. • E. F. DELINE CO., 224 W. Alameda, Denver 9, Colo. • W. L. BENNETT, 126 S. Third St., Minneapolis 1, Minn. • CAN SUPPLY CO., 1006 W. Washington Blvd., Los Angeles, Calif. • GARRET P. KELLY, 316 E. Silver Spring, Dr., Milwaukee, Wis.

MAY, 1953



Our tailor-made service gives you a "break"



Our entire operation is aimed at making life less hectic for our customers. Over the years we have assembled a long list of helpful tailor-made services. Any or all of these services including research and engineering are available—when and where you want them.

It goes without saying that the

cans you get from Continental will be right for your processing and packing methods, and that they will be delivered on time. So why not let Continental go to work for you? We promise you our best effort from the first day . . . and constantly improving containers and services through the years.



EASTERN DIVISION
100 E. 42nd St., New York 17

CENTRAL DIVISION
135 So. La Salle St., Chicago 3

PACIFIC DIVISION
Russ Building, San Francisco 4

YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

1—COFFEE GRIND INFORMATION

A 40-page catalogue containing information on grinding equipment and methods has just been issued by the B. F. Gump Co. Included is data on weighing, cleaning, feeding and blending systems, with machinery specifications, elevation drawings of installations and pictures of plant setups in this country and Canada. B. F. Gump Co., Inc., 1325 South Cicero Ave., Chicago 50, Ill.

2—INSTANT COFFEE DATA

Yours for the asking is a comprehensive survey of the instant coffee field which answers such questions as: How much capital investment do you need to get into the instant market? What additional advertising budget is necessary for instant? What are your chances in competition with national brands? Coffee Processors, Inc., 1111 North Halsted Street, Chicago, Ill.

3—MODERN FILLING MACHINES

This illustrated, four-page folder describes various kinds of filling machines developed for today's packaging requirements. Among the machines are universal fillers, automatic auger feeds, automatic duplex units, automatic tight wrappers and others. Stokes and Smith Co., 4900 Summerdale Ave., Philadelphia 24.

4—COFFEE, COCOA AND PEANUT MACHINERY

Pamphlets and circulars describing the low temperature process of roasting coffee which has been extended to continuous roasting machines for peanuts and cocoa beans; also circulars on machines for cleaning these commodities. A new brochure covers the "Thermal" process of roasting. Booklet on Granulators also available. Jabez Burns & Sons, Inc., 11th Ave. and 43rd St., New York 36, N. Y.

5—COFFEE BAGS

New coffee profits, more outlets and greater distribution is claimed for one-cup coffee bags packed by the roaster right in his own plant. An illustrated, four-page folder describes Cup Brew Coffee Bags and tells how roasters can use them to improve their market position. Cup Brew Coffee Bag Co., 1715 Logan Street, Denver 5, Colorado.

6—COFFEE MILL

A booklet describes a new type roller mill said to grind coffee in such a gentle manner that no heating of the coffee occurs to affect quality or flavor. Moore Dry Dock Co., Industrial Machinery Division, Foot of Adeline St., Oakland 4, Cal.

SPICE MILL PUBLISHING CO.
106 Water St., New York 5, N. Y.

Please send me the booklets whose numbers I have checked:

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐

Firm Name.....

Street Address.....

City and State.....

Signature..... Title.....

MAY, 1953

Formerly THE SPICE MILL

COFFEE & TEA INDUSTRIES and The Flavor Field

76th Year

MAY 1953

Vol. 76, No. 5

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76th Year

T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor

How much is being invested in advertising

by the coffee and tea industries?

How much in newspapers, radio, magazines?

trends in coffee and tea advertising

More coffee and tea advertising, rather than less, can be expected in the months ahead—and as a long-term trend. This is indicated by Bernard Sachs, editor of Coffee & Tea Industries, formerly The Spice Mill, in a "guest editor" column in the May issue of The Advertiser Magazine.

Both coffee and tea are caught up in developments which point to stepped-up campaigns. These campaigns will be for individual brands jockeying for a bigger slice of the existing market. They will also be industry-level programs, aimed at enlarging the total U. S. market for the products.

Currently the atmosphere in the coffee industry is one to stimulate more promotion, rather than the reverse. The industry is still feeling the aftermath of the storm aroused by predictions of drastic price increases after removal of ceilings. The actual increase never came near the forecasts, and about one third of the rise, at this writing, has since been erased. But the squall left a legacy of unfounded comment which the industry is now trying to correct.

Tea, rolling along on a six per cent retail sales increase in 1952 over 1951, is unlimbering its heaviest advertising guns to push volume to a new high this year.

And so far, it looks like the tea industry is doing it. First reports for this year put retail sales five per cent ahead of 1952's already high totals.

Expenditures for coffee and tea advertising in major media probably approach \$30,000,000 a year.

In 1951 about \$9,776,000 was spent for coffee and tea advertising in newspapers, according to the ANPA Bureau of Advertising. The 1952 dollar total was not available at this writing, but last year's space added up to 16,163,433 lines.

Radio advertising expenditures by the coffee and tea industries, according to the Broadcast Advertising Bureau, amounted to \$13,639,816 in 1952. Of this total, \$3,459,816 was for network radio. BAB estimates the spot radio expenditures at 10,180,000.

Most of the investment in radio advertising was for coffee, which took \$11,048,592 in 1952. Of this sum, \$2,768,592 was for network radio, and an estimated \$8,280,000 for spot.

Tea's total was \$2,591,224, of which \$691,224 went for network radio and an estimated \$1,900,000 for spot.

Of the 55 biggest coffee and tea companies in the United States, 39 use radio advertising on a regular basis, according to BAB records, and a number of the firms depend on radio as their primary advertising medium.

Coffee and tea advertising expenditures in magazines in 1952 totaled \$3,158,712, according to Publishers Information Bureau figures compiled for the Magazine Advertising Bureau. This is somewhat less than the ex-

penditures of the year before, which reached \$3,653,009.

For coffee alone, the 1952 investment in magazine advertising was \$2,283,943, as against \$2,626,933 the preceding year. This decrease was accounted for in large part by cuts in magazine appropriations for two of the big soluble coffees, Maxwell House Instant and Nescafe.

The 1952 tea expenditure in magazines was \$874,769, a drop from the \$1,026,076 in 1951. This difference came almost entirely from a reduction in Tea Council magazine advertising. Private brand allocations for these media remained at about the same level.

The coffee or tea top magazine advertiser in 1952 was the Pan-American Coffee Bureau, with an expenditure of \$760,490. In 1951 PACB spent \$717,875 in these media.

Other leading advertisers, with their 1952 and 1951 magazine expenditures, included: Nescafe, \$687,565 and \$521,189; A & P coffees, \$385,665 and \$364,595; Tea Council, \$323,150 and \$524,044; Lipton Tea, \$177,040 and \$224,208; Maxwell House Coffee, 164,430 and \$169,800.

The 1952 coffee expenditure in magazines—\$2,626,933—came from 23 companies. Ninety-five per cent of the total was accounted for by only eight of the 23 advertisers, while the other 15 together spent the rest.

Television has become a vehicle for a significant portion of coffee and tea advertising. Soluble coffees, especially, were quick to see the advantages of TV in presenting

(Continued on page 28)

Give yourself a
COFFEE-BREAK!

get what
coffee gives
to you!



One of the coffee
break merchandis-
ing aids, a 12 by
18 inch poster for
grocery stores,
used by the Pan-
American Coffee
Bureau in its cam-
paign last year.

mid-morning...mid-afternoon...at all meals

case history: regional advertising campaign

Manning's Inc., San Francisco, coastwise restaurant chain and roasters of Manning's Coffee, early this year launched a comprehensive Southern California campaign on behalf of its vacuum-pack coffee, using radio, 24-sheet posters and newspapers.

The program, handled through the Knollin Advertising Agency, is unusual in several respects. All phases—radio, outdoor advertising, newspapers, merchandising aids, point-of-sale material—are closely coordinated in design and theme.

Daytime radio was selected as the major general medium, and during the first six months will carry a total of 94 participations on two KFI morning shows, "Andy & Virginia" and "Ladies Day," plus 64 spot announcements on the same NBC Station.

The agency has produced a new 20-second musical commercial through the John Wolfe & Co. recording studio, San Francisco, using three voices, three instruments and an announcer. The musical commercial is based on an original tune.

Except for general radio coverage, the current campaign is planned for strong concentration in certain close-in suburban areas, omitting the Los Angeles central section and San Diego. For this reason, outdoor coverage is highly selective and metropolitan newspapers are not being used at this time.

Outdoor advertising

Outdoor advertising comprises 30-day showings, rotated from January to June in 15 "markets-within-the-market," starting in the San Fernando Valley. Foster & Kleiser panels are being used, in concentrations of from 50 to 150 per cent.

The newspaper schedule comprises quarter-pages in eight regional newspapers, once a week for four weeks, then every two weeks. These also are rotated by communities.

Media selected for the first half of the year are the Huntington Park Signal, Whittier News, Inglewood News, Long Beach Independent & Press-Telegram, Alhambra Post-Advocate, Santa Monica Outlook, Culver City Star-News and San Fernando Valley Times.

Theme of the campaign is, "Same delicious blend served at Manning's Coffee Cafes," which comprise "the largest restaurant chain in the West—a business built on fine coffee."

According to Manning's officials, the 43 Manning's restaurants in California, Oregon and Washington serve "3,000,000 cups a month of the identical blend now available at your grocers for home enjoyment."

Manning's Coffee, featured at the restaurants for nearly 50 years, originally was distributed in paper bags through the company's own units. Grocery distribution of the vacuum-pack was not undertaken generally until about five years ago, and now covers the Far West and Hawaii.

In Southern California, there has been comparatively little coffee advertising except relatively small campaigns in 1949 and 1950, undertaken primarily for dealer influence while



One of the Manning's Coffee one-quarter page newspaper ads.

gaining distribution. Yet market surveys now show Manning's Coffee consistently in fifth or sixth place among about 20 brands sold in the area, and distribution, according to the company, has attained Manning's original goal—the principal chains and "supers" and better independent stores.

New merchandising material includes a two-color "outsert" folder that fits under the unwinding key on top of the can. Entitled "Best Buy—Here's Why," the outsert briefly tells the story of Manning's Coffee, and a five-color store-poster, 27 by 32 inches, suitable for wire-hangers, walls or windows, adapting the outdoor poster design. The outsert also invites readers to write to Manning's for a free booklet, "How To Make Perfect Coffee Every Time."

D. V. Brown & Co., Los Angeles, is the broker. Brown salesmen have been supplied with portfolios on the campaign and will coordinate merchandising activities with the rotated advertising schedule.

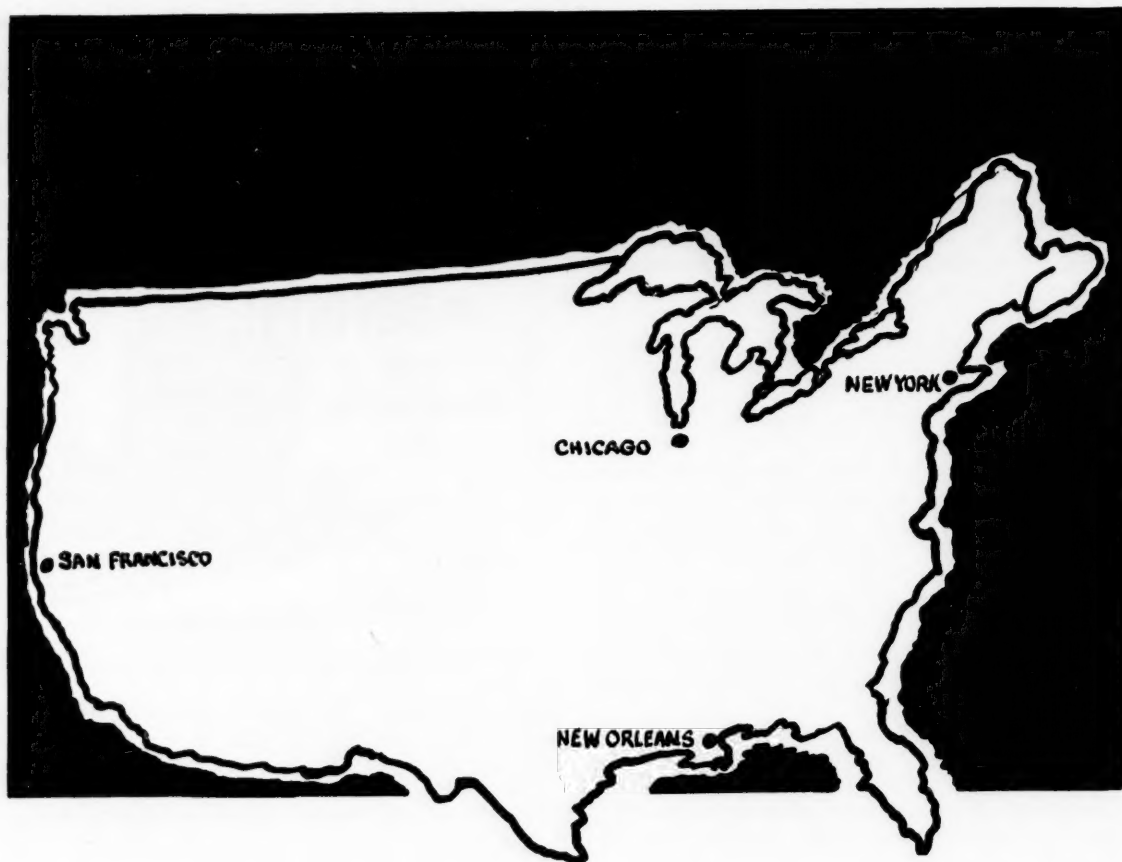
The 800 Manning's employees in Southern California also have been briefed on the advertising, and plans have been made for active tie-ins by the 15 Manning's restaurants and bakery stores in the area.

Coffee-tree motif

The Manning's "Royal Blue" coffee can, distinctive in color and design, is featured throughout the advertising. Unique art treatment characterizes the reproductions of the package. In all printed material, it is associated with a coffee-tree motif, comprising coffee leaves, blossoms and cherries. The motif, designed by Sigurd Mortenson, Knollin Art director, has been developed in both color and black-and-white.

Finished art for posters and newspaper ads is the work of Smith, Evans & Doonin, San Francisco studio, and the 24-sheets and store posters were silk-screened by United Advertising Displays, Berkeley. Security Litho, San Francisco, printed the outsert-folders.

The fall schedule for Manning's Coffee has not yet been announced.



Coast to Coast!

STRATEGICALLY located, our offices are ready to serve you at the three principal coffee ports and the important coffee distributing center of the mid-west—a coast-to-coast organization, with 58 years of experience representing coffee shippers of outstanding performance.

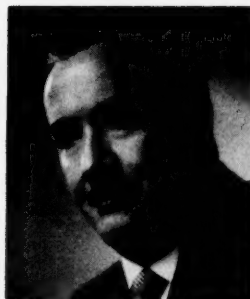
RUFFNER, McDOWELL & BURCH, INC.

SAN FRANCISCO — CHICAGO — NEW ORLEANS — NEW YORK

COFFEE BROKERS AND AGENTS

COFFEE & TEA INDUSTRIES and The Flavor Field

coffee growing and the U. S. market



By HORACIO CINTRA LEITE,
Head
New York Office
Instituto Brasileiro do Cafe

The United States of America and the United States of Brazil have been friends without interruption since the days of the Empire. Your country was among the very first to recognize our republic when it was born in 1889 and we were battle allies in World Wars I and II.

Thus it has been singularly distressing to me since my arrival here recently to note considerable criticism of coffee and coffee growers. That this criticism stems from misinformation—or lack of information—does not make it any the less harmful to your country or to mine.

Aside from our friendship, which must be preserved, both our nations have tremendous stakes in coffee. To us coffee is our very livelihood. To you it is a two and a half billion dollar business—with corresponding employment for thousands—for roasters, sellers and servers of coffee and for the industries which make coffee appliances. What is more, the dollars Brazil receives from you for its coffee are to a large extent converted into U. S. products, an exchange which again helps both your production and employment.

This fine, friendly and mutually beneficial working arrangement must not be permitted to be jeopardized by a lack of understanding in the United States of factors which affect the cost of coffee here. In Brazil, as in the United States, no one likes high prices, although, as with you, we can accept them with better grace when we know that they are unavoidable because of higher labor and material costs, and the like.

In this connection I have promised myself that in addition to the regular duties of the two offices with which my government has honored me I will devote a clearcut picture of the problems of the coffee grower and of the thousands upon thousands of Brazilian workers who look to our principal crop for livelihood.

Coffee is today, as it has been in the past, the backbone of my country's economy. It has passed through periods of depression which forced the farmers to endure great sacrifices in order to preserve the farms.

Farmers in the United States also know only too well the amount of hard work and the sacrifices which farming entails. Upon them falls the responsibility of producing the food for the urban populations who seldom know or think about those hardships. In the case of coffee growers, it must be said, those efforts are even greater.

Coffee is a perennial tree which brings no return for five years after planting. If perverse nature is willing, after five years the tree will begin to bear fruit. During all those years, the farmer waits for a return from his work and the capital invested, facing all manner of risks beyond human control, such as drought, frost and disease. Only after the

sixth year does the coffee grower start to gather the benefits of his hard work and investment. And afterwards, even in those years when crops are so lean as to allow no profit, the coffee farmer must continually spend money on the care of the trees in which both his hopes and his cash are invested and which would be a total loss if neglected.

The coffee farmer, like his United States counterpart, is not a speculator. His only interest in market speculation is antagonistic. He feels, quite rightly, that speculation—and talk of speculation—is harmful to him and ruinous to the reputation of the fine coffee he grows.

I speak from experience, not from theory. I am a coffee farmer, the fifth generation of a family devoted to its cultivation. On my 3,000-acre farm in Ourinhos, State of Sao Paulo, live some 750 people—workers and their families. With me they share the work and the worries over drought and frost and crop failure that beset farmers the world over.

Everyone on my coffee farm and on thousands like it throughout Brazil have a considerable interest in the consumption of coffee in the United States, our largest customer.

Therefore, I am most anxious that existing misunder-

(Continued on page 75)

Leite heads New York office of Instituto Brasileiro do Cafe

Horacio Cintra Leite, a coffee grower with a 3,000-acre plantation in Sao Paulo on the border of Parana, has been named head of the New York office of the Instituto Brasileiro do Cafe.

The president of the IBC is Dr. Mario Penteado de Faria e Silva.

Mr. Leite will also act for Brazil as her representative of the Pan-American Coffee Bureau. He will fill in when necessary in the absence of Dr. Walder Sarmanbo, PACB president.

Now in the United States, Mr. Leite has made coffee his life work. His family has been growing coffee for five generations.

"My efforts in the United States will be directed toward stimulating and expanding the coffee trade, which not only benefits Brazil but also creates business for commerce and labor in the United States.

"The fact of my appointment is one more proof of my government's desire to place responsibility for the destiny of coffee, our principal product of export, in the hands of Brazilian agriculture."

PARKER HOUSE

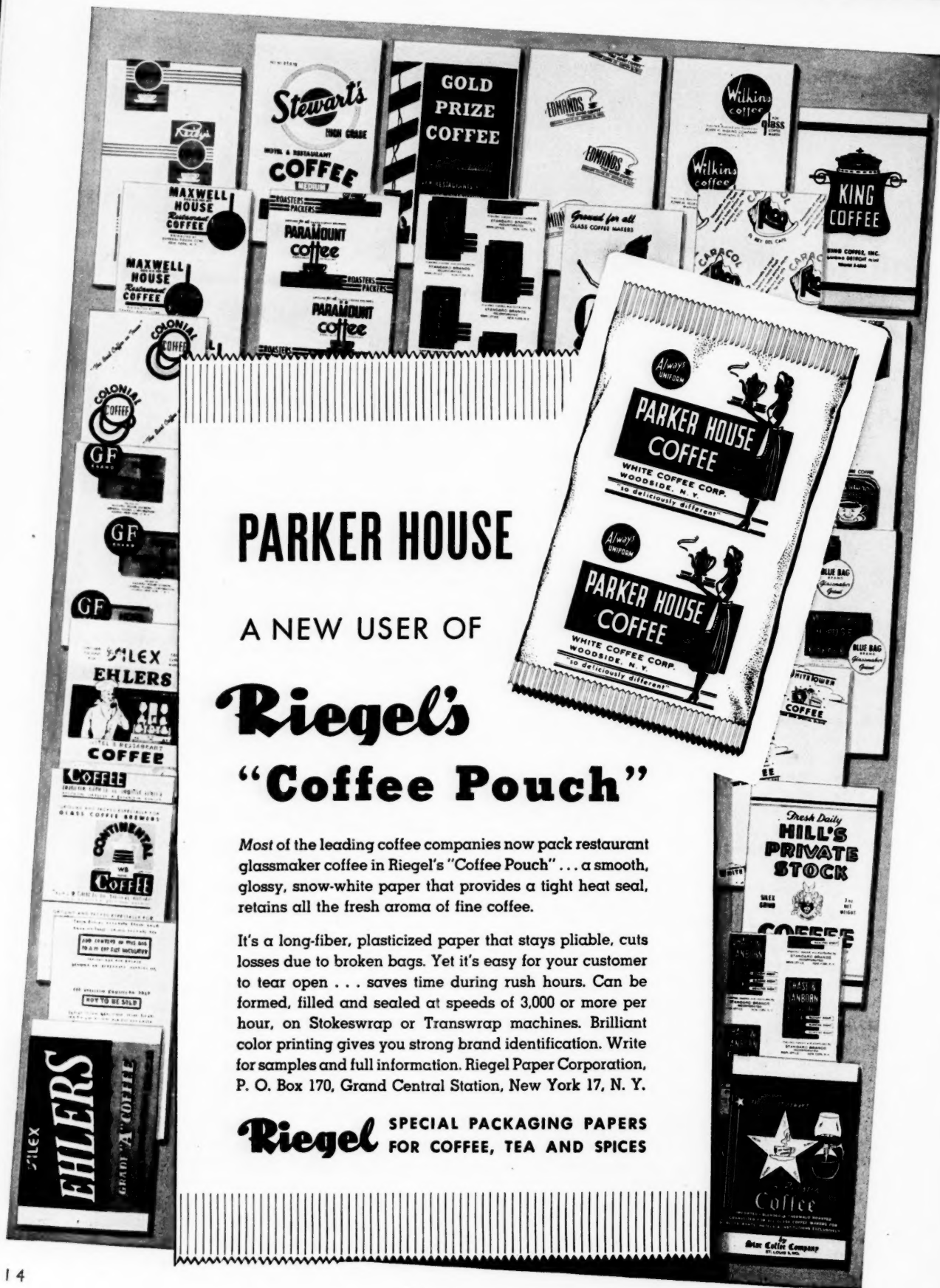
A NEW USER OF

Riegel's "Coffee Pouch"

Most of the leading coffee companies now pack restaurant glassmaker coffee in Riegel's "Coffee Pouch" . . . a smooth, glossy, snow-white paper that provides a tight heat seal, retains all the fresh aroma of fine coffee.

It's a long-fiber, plasticized paper that stays pliable, cuts losses due to broken bags. Yet it's easy for your customer to tear open . . . saves time during rush hours. Can be formed, filled and sealed at speeds of 3,000 or more per hour, on Stokeswrap or Transwrap machines. Brilliant color printing gives you strong brand identification. Write for samples and full information. Riegel Paper Corporation, P. O. Box 170, Grand Central Station, New York 17, N. Y.

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FOR COFFEE, TEA AND SPICES



On the menu

developments among public feeding outlets

Coffee break spreading; half of U. S. workers now take them, survey finds

Industrial coffee breaks are now a regular practice with more than half of the country's workers, according to a recently completed Psychological Corp. survey.

Over 54 per cent of the nation's employed persons reported that coffee is now available to them during working hours, compared with some 49 per cent in 1950, the study revealed.

The survey, which was conducted for the Pan-American Coffee Bureau this past winter, investigated the coffee drinking habits of 8,000 people throughout the United States.

The biggest gains in on-the-job consumption of coffee during the past two years were chalked up by office and store employees, the study disclosed. Coffee drinking at office breaks, for example, climbed 33.3 per cent since 1950. The store increase during the same period was 27.8 per cent.

The increase for all workers was 19.3 per cent. This breaks down to a rate of .37 cups of coffee per person a day, compared with only .20 in 1950, a jump of more than 80 per cent.

Consumption figures are even higher when only workers who have coffee available on the job are considered, the study showed, the rate being .53 cups a day.

Workers who do not have coffee available to them while on the job have a rate of only .18 cups per day.

The .53 cup-a-day rate was computed on the basis of a seven-day week. The consumption rate is much greater when applied to people who work only five days, which is now standard practice. The rate in this case is .74 cups per day.

This means that three out of every four working Americans who are permitted to take a coffee break on the job drink at least one cup, the Psychological Corp. pointed out.

The study bears out similar coffee break surveys taken during the past two years, according to the Pan-American Coffee Bureau. A 1951 Psychological Corp. study, for example, reported that coffee consumption "at the place of work" rose 55 per cent between the winter of 1950 and the winter of 1951.

A subsequent survey conducted by Fact Finders Associates, Inc., revealed that coffee breaks have come to be regarded by many personnel executives as an increasingly important industrial tool contributing to increased productivity, heightened efficiency and improved morale.

For example, 82 per cent of management officials polled noted a reduction in worker fatigue as a result of their coffee breaks; 75 per cent found them valuable as a morale booster; and 62 per cent reported increased worker productivity.

Aborn to address restaurant convention

The significance of the Coffee Brewing Institute will be explained to members of the National Restaurant Association at that organization's 1953 convention by Edward Aborn, president of the National Coffee Association.

MAY, 1953

The convention is being held May 11th-15th at the Navy Pier, Chicago.

A large and representative attendance is expected at the meetings. Every convention session has been planned to cover some phase of restaurant operating problems—including food costs, merchandising, management, etc.

In conjunction with the convention will be an exposition of restaurant equipment, products and services. Some 392 firms have reserved space in the 771-booth show.

Markets new faucet for small coffee urns

The Economy Faucet Co., Newark, N. J., recently announced a small faucet designed primarily for use on one and five gallon coffee urns and other hot and cold beverage dispensers.

A flick of the finger is said to operate this faucet, which opens and shuts with a back and forward motion of the knob. This safety feature prevents tipping the urn, particularly when nearly empty.

The faucet may be disassembled for cleaning by merely twisting a single locking ring.

The valve mechanism is one piece, with no moving parts to get out of order. Two "O" rings prevent dripping or leakage from either top or bottom. When necessary, washers can be installed by merely snapping them into position.

The unit may be used as original equipment or as a replacement faucet. It is furnished with a standard one-half inch straight pipe thread. Other thread sizes are available.

Snell promotes Kimball

Dr. Foster Dee Snell, chairman of the board and president of Foster D. Snell, Inc., has announced that Cyril S. Kimball has been promoted from the position of vice president to executive vice president of the corporation.

Trade Roast

By Douglas H. Wood



"But you said, 'Tear five bags' . . ."

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AMERICAN COFFEE CORPORATION



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- True Characteristics of Mild Coffee
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Plus: Expert Care in Final Removal of Defects

DEPARTMENT OF AGRICULTURE

PORT AU PRINCE, HAITI

the Americas face up to the threat of coffee rust

By Dr. FREDERICK L. WELLMAN

This is a summary report, from Foreign Agriculture, of the trip around the world by two U. S. Department of Agriculture scientists hunting for an answer to the coffee rust threat. Progress reports have appeared from time to time during the search.

Dr. Wellman, a pathologist with the Technical Collaboration Branch of USDA's Office of Foreign Agricultural Relations, is assigned as chief agriculturist to the Inter-American Institute of Agricultural Sciences, Turrialba, Costa Rica.

Dr. William H. Cogwill, the other half of the team, is a horticulturist with the Technical Collaboration Branch of OFAR, assigned to the Instituto Agropecuario Nacional, Guatemala.

Part 1

Americans produce and drink the best coffee in the world, which comes from the plant *Coffea arabica*. But wherever this plant grows, it is under constant threat from a destructive disease, a rust known as *Hemileia vastatrix*. Already this disease has devastated Arabica plantations all through Africa and the Orient, forcing growers either to plant an inferior but sturdier coffee or to abandon coffee entirely. Thus far the rust has not invaded the Western Hemisphere. But, if it should come in and do the same damage here as elsewhere, a \$2,500,000,000 industry would be undermined and the whole economy of a dozen Latin American countries would be shaken.

Rather than wait for disaster to strike, coffee specialists working in Latin America have long been advising aggressive action. Recently the problem has been more urgently considered, and in the spring of 1952 it engaged the attention of the Technical Cooperation Administration, which through the Institute of Inter-American Affairs, administers the Point Four Program in Latin America. These two agencies decided to send two coffee specialists on a world trip to study the coffee rust disease at first hand and to find what could be done to fortify this Hemisphere against it.

They summoned two coffee researchers from their work in Latin America—Dr. William H. Cogwill and me. By the last of June all the arrangements had been made and our itinerary planned, and we were leaving New York on a trip that was to take us 36,000 miles by plane, jeep, boat, and foot to the coffee plantations of a dozen countries in the Eastern Hemisphere.

Generally, we hoped to find ways of fighting *Hemileia* in Latin America. More specifically, we hoped to study the rust in action and observe its behavior under a variety of conditions; to note how Oriental coffee growers had learned to live with the disease and adjust to its ways; to establish contacts with coffee scientists and institutions so

that technical collaboration would be strengthened between East and West in combating a common problem; and to acquire plant materials, especially seeds of any coffee varieties we might find with marked signs of resistance to the disease.

Before we left, we knew that two species of rust had been described: *Hemileia vastatrix*, the long-known classic rust that has caused widespread devastation; and *Hemileia coffeicola*, which was described only 20 years ago and which, for some unknown reason, has never spread outside the French Cameroons and the Portuguese island of Sao Tomé.

The second one, which we finally were able to study in some detail in the French Cameroons, also is a threat to the world's coffee plantations. Much needs to be known about it, especially the extent to which it can be controlled by disease-resistant plants. We did see that it had been brought under adequate control by spraying. In the discussion that follows, however, I refer only to the old *Hemileia*, which we had set out to study.

We began our mission by visiting colonial offices in Europe, where much of the research in tropical agriculture had its beginning and whence support and encouragement for that research has continued to flow. There—in London, Amsterdam, Brussels, Paris and Lisbon—and in the offices of the Food and Agriculture Organization in Rome, we met men who had worked with coffee in India, Indonesia, the Belgian Congo, French Cameroons, Angola, and other colonial areas of the Tropics, and who knew the story of the long struggle against rust.

For it has been a long struggle, on an ever-widening front. Existence of *Hemileia* rust was first noted by a British explorer back in 1861, near Lake Victoria in Africa. Eight years later it put in its appearance in Ceylon, and from there is spread through the East with

(Continued on page 26)

Dr. Cogwill, who with Dr. Wellman made up USDA's coffee rust team on the world-wide hunt for an answer. Here Dr. Cogwill pollinates a coffee flower at Guatemala's Instituto Agropecuario Nacional.



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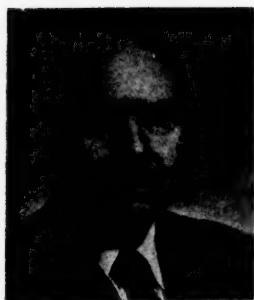
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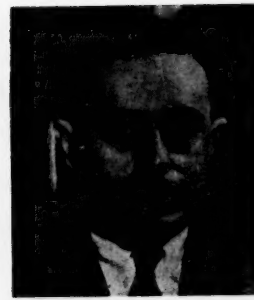
Costa Rica's Lara



El Salvador's Ferreiro



Mexico's Rebelledo Clement



Guatemala's Lopez Herrarte

PACB board names Dr. Lara president at three day annual meeting in New York

The board of directors of the Pan-American Coffee Bureau concluded its annual meeting in New York City last month, following three days of discussion of ways and means to bolster and expand the major economic role played by coffee in hemispheric trade.

Dr. Rodolfo Lara, delegate from Costa Rica, was unanimously elected president of the 1953 annual meeting, and Dr. Claudio Benedi, of Cuba, secretary.

The 11 countries represented by the Bureau produce 91 per cent of all the coffee used in the United States.

"Coffee is more than a beverage; it is the largest single item imported by the United States," Dr. Lara said. "It creates a two and a half billion dollar business for U. S. roasters, distributors and manufacturers of coffee appliances. The dollars received by Latin America for coffee are spent in large part in the U. S. for goods imported by the 11 countries represented by the Bureau.

"The Board of Directors is in complete agreement that every effort must be made to encourage this two-way trade, which is of such great importance to the economies of the United States and Latin America. Through public understanding of the mutual benefits of coffee as the model example of international trade is essential to harmonious international friendships. To this end, the Bureau will work toward improving this understanding."

At the conclusion of the meeting the board appointed the delegates of Brazil, Colombia, and Mexico to serve

as members of the executive committee until May 1st, 1954. Delegates of El Salvador, Ecuador and the Dominican Republic were named alternate members of the executive committee.

Present at the three-day session were:

Brazil: Pedro Lunardelli and Dr. Horacio Cintra Leite; Colombia: Andres Uribe; Costa Rica: Dr. Rodolfo Lara Iraeta; Cuba: Dr. Evelio Jacomino Marrero, Dr. Guillermo Rubiera and Dr. Claudio Benedi; Ecuador: Marcos Uscovich Beuta; El Salvador: Agustin Ferreiro, J. A. Bolanos and Roberto Aguilar; Guatemala: Dr. Enrique Lopez Herrarte; Honduras: Sr. Manuel F. Funes (Consul General of Honduras in New York); Mexico: Juan Rebelledo Clement and Manuel Proto; Dominican Republic: Felix W. Bernardino (Consul General of the Dominican Republic in New York); Venezuela: Dr. Bernardo Marturet.

German coffee traders ask

to hedge on New York market

The Hamburg and Bremen Coffee Traders Associations have asked the economics ministry to allow West German coffee importers to hedge on the New York market, according to V.W.D., the West German Economic News Agency.

These hedging facilities, it was pointed out, are required now more than ever. Coffee imports into Germany are expected to increase considerably when the plan to reduce the coffee tax to three d-Marks is implemented, while prices recently have fluctuated widely on all important markets.

Trade circles believe that the additional foreign exchange required for this purpose will not exceed \$4,000,000.

COFFEE



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IMPORTERS
NEW ORLEANS

Direct Connections in Most Coffee Producing Countries

Solubles

Steady rise in instant coffee sales revealed by Milwaukee consumer survey

A steady rise in the number of families buying instant coffee is shown by the 1953 consumer analysis of The Milwaukee Journal, covering the greater Milwaukee market.

In 1953, 35.6 per cent of the buyers checked purchased instant coffee. This proportion compares with 31.9 per cent in 1952, 29.5 per cent in 1951 and 20.9 per cent in 1950.

The number of instant coffee brands on the market rose from ten in 1950 to 18 this year.

Top brand in consumer purchasing was Borden's, for the second year running, according to the analysis. Of the families buying instant coffee, 36.6 per cent used Borden's. Nescafe was second with 28.9 per cent.

Runners-up were Instant Sanka, 13.2 per cent; Instant Maxwell House, 10.8; Chase & Sanborn Instant, 5.3; G. Washington, 4.4; Snow Crop, 1.2; and 11 other brands each used by less than one per cent of the buyers.

In dealer distribution Nescafe was first, with 87.2 per cent, compared to Borden's 78.0 per cent.

Nescafe, cigars in tie-in promotion

Coffee and cigars are joined in a promotional offer from the makers of Nescafe and the Cigar Institute of America.

Gift packages of the instant coffee and special boxes of cigars to express the traditional affinity of the two after dinner enjoyments are being sent to a list of editors and leaders of opinion in New York, Chicago and Hollywood, tying up with the Cigar Institutes' campaign that "After a good meal, only a cigar will do."

Several of the country's leading photographers have been commissioned to picture a hostess' after-dinner tray, in which a coffee service, brandy liquors and cigars are included in fine china, silver and other decorating details.

Now America's largest seller,

says Instant Maxwell House ads

"Now . . . America's largest seller!"

That's the headline on grocery trade paper ads run by the General Foods Corp. for Instant Maxwell House Coffee.

"Instant coffee sales are booming in grocery stores everywhere," the ad points out. "In fact, dollar sales volume now far exceeds the sales volume of tea!"

The ad also declares that "Instant Maxwell House—the fastest-growing grocery product of 'em all—is now the largest selling instant coffee in America."

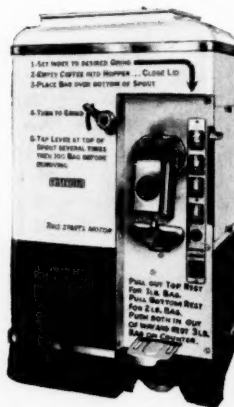
Number of Omaha-Council Bluffs families

using instant coffee up 100% in year

The proportion of families using instant coffee in the Omaha, Neb., Council Bluffs, Iowa, market has all but doubled within a year, a consumer analysis conducted by the *World-Herald* reveals.

...let the world's most enticing aroma go to work for you!

INSTALL A GRINDMASTER AND SELL AROMATIC STORE GROUND COFFEE IN INEXPENSIVE PAPER BAGS



Anyone can operate the GRINDMASTER — Everyone likes to grind their own.



Point of Purchase illuminated display concentrates sales on one brand.

SEE YOUR COFFEE SUPPLIER OR WRITE AMERICAN DUPLEX CO. 815-27 W. MARKET ST. LOUISVILLE, KY. GIVING HIS NAME

It's Boca Raton, again, for 1953 NCA convention

The Boca Raton Club, Boca Raton, Florida, will again be the site of a convention of the National Coffee Association.

NCA has announced that its 1953 conclave will take place November 16th-19th at the luxurious Florida resort hotel.

The report is based on a three per cent sample of the 84,400 families in the two cities.

The percentage rise of instant coffee's use was from 15.6 in 1952 to 30.2 in 1953.

The favorite instant coffee time is reported to be between meals.

Dahl named production head of Baker

Importing's soluble coffee factory

Philip Dahl has been named production manager of the Minneapolis soluble coffee plant of the Baker Importing Co., a subsidiary of the Hygrade Food Products Corp.

The plant manufactures and packs Barrington Hall 100% Pure Instant Coffee.

Mr. Dahl has had extensive experience in the instant coffee field, and has a rounded background in research and plant operation.

He was formerly with the Chase & Sanborn division of Standard Brands Inc.

Handbook describes coffee system

A comprehensive handbook on the Tri-Saver Coffee System has been issued by S. Blickman, Inc., Weehawken, N. J. Attractive illustrations, cut-away views and informative text present a clear explanation of the Tri-Saver Coffee System.

A basic feature of the Tri-Saver System is the patented, permanent, stainless steel Tri-Saver filter which assures a consistent brew without use of urn bags or filter paper.

The book gives detailed specifications for the complete line, from single urns to large three-piece institution batteries. Sizes and roughing-in dimensions are also included. This information helps select the proper urn to meet service and space requirements.

See ample coffee supply in Puerto Rico

Local coffee rationing and price control were initiated in order to protect citizens of Puerto Rico two years ago when a serious shortage was created. However, with a reasonably ample supply assured, no such restrictions are anticipated, although coffee growers who last year had about 5,000,000 pounds surplus for export sales, will have no such supply this time.

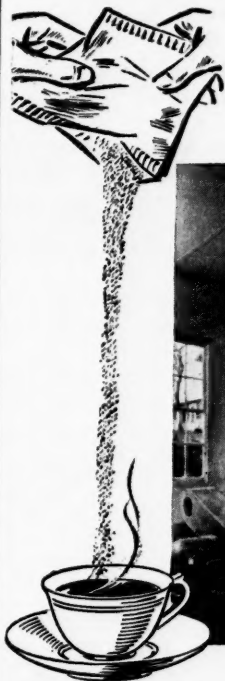
Frank Seelye marks 91st birthday

Frank Seelye, who was president of the old National Coffee Roasters Association back in 1916-17, recently celebrated his 91st birthday.

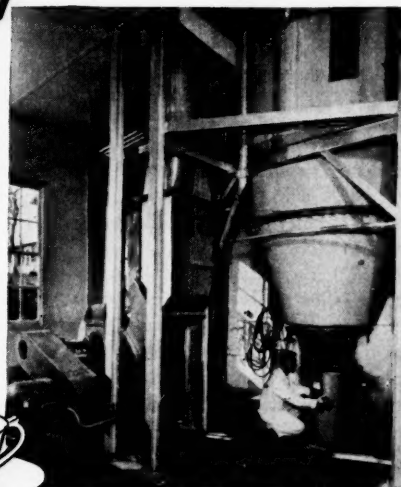
Mr. Seelye is confined to his bed at the Illinois Masonic Hospital, reports the NCA weekly letter.

MAY, 1953

Your Most Practical Approach to SOLUBLE COFFEE production is thru your BOWEN REPRESENTATIVE



● Many of the leading brands of high quality soluble coffee are produced on Bowen Spray Dryers. You too may select equipment to meet the physical requirements you desire for your product—bulk density, particle size, ready solubility and integrity of flavor.



Spray Dryers for soluble coffee production operate automatically to produce 2 to 12 tons of powder daily.

Bowen engineered Spray Dryers meet cost production limitations of the smaller company as well as the larger producer.

Bowen design principles can often be applied to existing coffee spray dryers to improve the quality of the product.

The knowledge based on broad production experience can be applied to your problem. A conference does not obligate you in any way.

WRITE FOR INTERESTING BOOKLET—
"The Bowen Story of Spray Drying"

BOWEN SPRAY DRYERS Always Offer You More!

BOWEN ENGINEERING, INC.
NORTH BRANCH 5, NEW JERSEY

Recognized Leader in Spray Dryer Engineering Since 1926

**Coffee making is an art,
newspaper editorial insists**

"No matter what the ad writers say, coffee making is an art."

That's how the Big Spring, Texas, Herald headlines an editorial in a recent issue. His comments were in agreement with remarks made by a brother editor in an Alabama newspaper.

Coffee men will relish the Texan's pointed observations:

"The editor of the Brewton (Ala.) Standard recently heard a radio bleat that no matter how you make it, everybody in the family will like a certain brand of coffee.

"He disagreed violently with this easy assumption that it doesn't matter how coffee is made, even the finest brand; it's so good the whole family will like it. He points out that there is a right and a wrong way to make coffee, and most people invariably hit upon the wrong way. It looks like water you've washed socks in, and it is either so weak you can read the manufacturer's name on the back of the spoon as it reposes at the bottom of the cup, or so throat-searingly strong that the spoon will float on top.

"The embattled Alabama brother declares more unpunished crimes are committed in the coffee-pot of America than this world knows about . . .

"We believe the coffee-roasters and processors would reap a rich harvest of goodwill if they'd send teams of experts about the country to show people—especially lunch-counter cooks—how to brew coffee properly.

"You can't brew any brand of coffee just any old way, as the Alabamian points out. At least, you can't do it and please the drinker with the product. Coffee-making is a simple but vital art, and it is no more difficult to make it

right than to make it sloppy. The process begins with the thorough cleaning and scalding of the vessel in which it is brewed. The water must be measured and the coffee must be measured, and the brewing process must be timed—neither too short nor too long, but just right.

"By following these principles of coffee-making you have a product to delight the palate and the olfactory nerves; by going at it hit or miss, you have compounded a crime against one of the world's most satisfying drinks.

New TV commercials for Manor House Coffee

Sarra, Inc. announces the completion of a new series of TV film commercials for Manor House Coffee through Earle Ludgin & Co., advertising agency.

The new series, which features the special stylized artwork backgrounds developed by Sarra in previous Manor House commercials, presents different comedy situations designed to stress the need for a timely switch to Manor House Coffee.

Several of the five 60-second commercials comprising the series also provide the viewers with a simple, but sure-fire, Manor House recipe for making good coffee.

Montgomery McKinney, account executive, and Martha Hood, of Earle Ludgin's radio and television department, supervised for the agency during production of the commercials in Sarra's Chicago studio.

Direction of the series was by Michael C. Stehney.

Raoul Dufy once in coffee trade

Raoul Dufy, noted modernist French painter who died recently, was once in the coffee trade.

As a youth he worked for a coffee importing house in Le Havre.

Quality Coffees

- | | | | |
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| • COLOMBIANS | MEDELLIN
TOLIMA | ARMENIA
GIRARDOT | MANIZALES
LIBANO |
| • BRAZILS | SANTOS | PARANAGUA | |
| • CENTRAL AMERICANS | GUATEMALA
SALVADOR | NICARAGUA
COSTA RICA | |
| • ECUADORS | UNWASHED | WASHED | |

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SAN FRANCISCO

NEW YORK

NEW ORLEANS

Premiums

Big turn-out at National

Premium Buyers Exposition

More than 1,200 buyers were expected to be on hand for the 20th National Premium Buyers Exposition, held at the Conrad Hilton Hotel, Chicago, in April, as this issue went to press.

A total of 180 exhibitors from all parts of the country occupied 210 booths in Exhibition Hall.

The show was open only to premium buyers, jobbers, advertising agencies and sales executives.

In conjunction with the exposition, the Premium Advertising Association of America sponsored a breakfast in the Grand Ballroom, followed by a premium advertising forum.

W. P. Lillard, of the General Foods Corp., PAAA president, gave the open-

Trends in coffee and tea premiums

Now underway is Coffee & Tea Industries' fourth annual survey of trends in premium use by coffee and tea packers and home service merchants through the country.

Results of the survey will appear in the June, 1953, issue of Coffee & Tea Industries.

Also in this issue will be the fourth annual Coffee and Tea Premium Buying Guide, a comprehensive classified directory of premium sources for use by coffee and tea distributors, including wagon route operators.

ing address. Other speakers included Frank Dierson, associate legal counsel for the association; Robert Miller, of Progressive Grocer; James Street, of General Foods; C. G. Wahl, of Stark Bros. Nurseries; and Gordon Bowen, of the Premium Service Co.

The Premium Industry Club tendered its annual cocktail party and banquet during the exposition, complete with a floor show.

American Coffee premium

An unusual premium offer has been announced by the American Coffee Co., New Orleans, packers of French Market Coffee.

The company is giving each purchaser of a three-pound pail of the coffee a China cup and saucer.

The premium delivery method is direct and simple. The cup and saucer are packed right in the pail.

Hats from Old Dutch

Two John Frederics hats each day have been offered by the Old Dutch Coffee Co., New York City, for the best letters about a good cup of coffee read on Faye Emerson's WNBC radio show.

MAY, 1953

Have a Sales Picnic



with Pemscos NEW All-Purpose

FOOD Carrier Cover COMBINATION



Pemscos ALL-PURPOSE Food Carrier-Cover combination keeps pastries fresh for days; provides an easy way to carry pies, cakes, sandwiches, hot dishes and many other food items to parties, picnics, etc. Beautiful Hand Decorated Flowercraft Design and sparkling colors add beauty to any kitchen, and its ALL PURPOSE uses give this item year around appeal.



Pemscos All Purpose Food Carrier-Cover Combination . . . hand decorated in gay colors . . . makes it easy to carry pies, cakes, hot dishes and many other foods to parties, picnics, etc.

Use the covers to keep foods fresh and appetizing . . . use the tray by itself to serve cake and sandwiches . . . use the compact unit for carrying hot or cold food to parties and picnics. Any way you use it . . . you'll find the new Pemscos Combination one of the handiest and most attractive items in your home!



Pemscos NEW All-Purpose Mag-Rack

Can be used
in any room
in the house

The Pemscos Mag-Rack fits well into any room. Not too big for crowded bathrooms, yet is large enough to hold sufficient number of magazines. The Pemscos Mag-Rack is attractive and rich-looking, will blend into any living room decorative scheme. Sturdily built, the Mag-Rack can stand heavy use of basement play rooms, dens or outside patios.



The Pemscos Mag-Rak will give you an item with volume sales and year-round appeal. Every family will want one or more. An inexpensive magazine rack, expertly made from heavy gauge materials and velvet ebony finish with beautiful Hand Decorated Flowercraft Design.

Each Item \$2.95 Order Today
Retails for Only From your Jobber

PEORIA METAL SPECIALTY COMPANY

2503 S. Washington St.
PEORIA, ILLINOIS

Crops and countries

coffee news from producing areas

Report Brazilian coffee growers buying Paraguay land for new plantings

Brazilian interests intend to plant coffee in Paraguay and have already purchased large areas in the Zone of Manbay, it is reported by Octavio Veiga, Santos correspondent of Coffee & Tea Industries.

Other sources say the move was pioneered by Geremia Lundardelli, one of the principal developers of the Sao Paulo producing area. Mr. Lunardelli, it is said, has brought 200,000 hectares of land in northeastern Paraguay, where he expects to develop additional land, planting more than 100,000 coffee trees in the latter part of 1953.

This beginning of a movement by the Brazilian coffee industry westward across the border into Paraguay has been stimulated by the high prices asked for suitable coffee land in Brazil. Interest in restoring the fertility of exhausted coffee land in Brazil has been lessened, observers say, by the high cost of fertilizers and the difficulty in importing irrigating equipment.

The prospects of developing new coffee lands in Brazil are becoming progressively less favorable. The frost line in the States of Sao Paulo and Parana prevents movement of the industry to the south. The westward movement of coffee farming already has approached the Parana River border between Brazil and Paraguay.

Northward extension of the industry into the states of Goias and Matto Grosso has limited possibilities. Conditions in Goias are not ideal because of deficient rainfall, with a prolonged dry season during the winter months. Settlement of the area would require a considerable period of development because of long distances and precarious means of transportation. Good soils in the State of Matto Grosso in general are said to be at an altitude too low for ideal conditions for coffee cultivation.

Northeastern Paraguay has suitable land close to the Parana River and near the terminus at Ponta Pora of the Noroeste Railroad, providing rail transportation to Santos.

Potential coffee lands in Paraguay are reported to be ideal for coffee cultivation in areas lying between the 22nd and 24th parallels. The region roughly extends inland into Paraguay from the border to a depth of 50 kilometers and a length of 200 kilometers. The northernmost boundary of the coffee area is fixed at the Estrela River, a tributary of the Apa River, which marks the boundary between eastern Paraguay and the State of Matto Grosso in Brazil. The coffee area extends southward to the Maracaju range. The best coffee lands would be located on the eastern slopes of the highlands, where the coffee trees would be protected from the south wind.

A Sao Paulo newspaper has reported that the Paraguayan Ministry of Agriculture plans to create an experimental coffee station near Pedro Juan Caballero, with plans to establish a colony of Puerto Rican immigrants in the area.

It was pointed out that the establishment of large coffee farms in the area would assist the Paraguayan Government in solving important economic and political problems connected with communications and transportation.



Fine Colombian Coffees

LEONIDAS LARA & SONS INC.

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Cable: NYLORENA

Teletype: NY 1-3368

It seems likely, also, that Paraguayan interest in coffee production possibilities has been stimulated by the approaching completion of the Noroeste Railroad branch line from Campo Grande, State of Matto Grosso, southwestward to Ponta Pora.

Colombians urge independent coffee marketing

Colombia's minister in El Salvador, Alvero Pineda de Castro, has voiced the position the National Federation of Coffee Growers of Colombia for a free market in coffee.

Each country, according to the Colombians, should put its coffee on the market independently of other producing nations and should offer its crop at quotations based on its own costs, the Minister said.

The envoy's statement, following a recent visit of a mission headed by Manuel Mejia, was directed at refuting reports that the Colombians were interested in forming a cartel or coffee combine in Central America.

Mr. Pineda said the sole purpose of the visit was "to establish an interchange of ideas on methods and modern technical procedures of cultivation and coffee processing, and on experiences which may be useful to producing countries."

British East Africa crops smaller

From British East Africa recent news is not good, reports Edm. Schluter & Co., Ltd., London. Dry weather has resulted in considerably decreased crops, particularly in *Northern Tanganyika*, where the yield is reduced by nearly half, and in *Uganda*, where there are estimated to be only some 70,000 bags F. A. Q. Robustas available until the end of June, as against earlier expectations of some 100,000 bags. The total decline in the Uganda crop is thus from 35,000 to 25,000 tons.

The *Kenya* and *Tanganyika* crops are now coming to an end, having maintained throughout the season prices occasioned by anticipated or actual German demand. Reports from East Africa reflect the diffidence felt by serious shippers in dealing with buyers whose operations are not free.

Reports from Angola tell a similar story. The 1952-3 crop turned out to be about 25 per cent smaller than was estimated in July, when forecasts of up to a million bags were mentioned. As a result of adverse weather conditions during the ripening period, a considerable quantity of Ambriz Encoge and Cazengo coffees had to be classified below the standard of first quality.

Owing mainly to the increased sales of all Angola coffees to the U.S.A. and the two factors mentioned above, there should be only about 2,500 to 3,000 tons of first quality coffee left for export until August, when the new crop starts. This is about 25 per cent less than the usual stocks available at this time of the year.

As regards the 1953-54 crop some anxiety is felt, owing to the shortage of rains but estimates are around the same as 1952-53, namely 800,000 bags.

Mexico's coffee crop near record size

Mexico's 1952-53 coffee crop was of near record size.

About 1,200,000 bags were produced, according to trade and semi-official sources. This is about 16 per cent more than the 1951-52 production and only about one per cent less than the 1950-51 crop.

About 20 per cent of the 1952-53 Mexico coffee crop will be consumed at home. The exportable surplus is expected to reach 950,000 bags.

MAY, 1953

High-Grade SOLUBLE COFFEE POWDERS

for the trade

It will be easier for your own brand pure Soluble Coffee to compete with other solubles if it is made by our improved extraction process and dehydrated in our new spherical bubble particle structure.

Let us give you . . . without obligation . . . the details of this furthest technical advance in soluble coffee processing now available to the trade at no increase in cost.

(Customers tell us our soluble coffee tastes like regular coffee)

THE HARRISON CO.

Coffee Processors

601 West 26th St., New York 1, N. Y.

Phone: ALgonquin 5-3914

HY-GLAZE BROWN KRAFT COFFEE BAGS

Made RIGHT! Packed RIGHT!

Complete Line for the Coffee Packer

- HY-GLAZE BROWN KRAFT COFFEE BAGS
- *Four-Liner* COFFEE BAGS
- WHITE SUPER KRAFT COFFEE BAGS
- *Thermoseal* HEAT SEAL COFFEE BAGS
- STOCK DESIGN COFFEE BAGS
- COFFEE SHIPPING CONTAINERS (SINGLE & DUPLER)



A superior, fine quality Kraft that's a recognized leader in the Hotel and Restaurant Trade. We have been specializing in this field for many years and carry the largest stock of plain bags for immediate delivery. Special high-speed presses offer you economy and quality in Restaurant Coffee Bags. May we send you samples?

Atlantic
COFFEE BAG CO., INC.

220 KOSCIUSKO ST. - BROOKLYN 16, N. Y. NEVins 8-8100

(Continued from page 17)

Even worse than the swiftness of the rust's spreading is its destructiveness. It has forced Ceylon, once the greatest coffee-producing country in the world, to give up its coffee plantations and turn to producing tea. In only four years after entering the country, the disease had infected millions of trees; and in ten years Ceylon was counting its annual losses from the disease at 2,000,000 pounds sterling. At the country's agricultural experiment

Continent and Country	Total Production				Production				Exports by Calendar Year			
	1950-1951		1951-52		1950-51		1951-52		1950-51		1951-52	
	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52		
ASIA												
China	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
India	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Japan	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Philippines	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Siam	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Thailand	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Taiwan	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Sumatra	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Java	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Borneo	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Malaya	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Sumatra	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Java	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Borneo	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Malaya	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Sumatra	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Java	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Borneo	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Malaya	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Sumatra	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Java	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Borneo	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Malaya	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Sumatra	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Java	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Borneo	1,000	1,000	1,00									

7 Preliminary; 8 Reprints included; 9 12 months ending June 30 of year shown; 10 Includes British West Indies, Guadeloupe, French Republic and Puerto Rico; 11 Statistical series revised by subtracting estimates of port consumption and cooperative shipments to obtain estimates of exportable production. Revised estimates of Brazilian coffee consumption added to adjusted estimates of exportable production to obtain total production; 12 Revised; 13 Includes Bolivia, Paraguay and Uruguay; 14 Includes Argentina, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Jamaica, Mexico, Nicaragua, Panama, Peru, Philippines, Portugal, Spain, Trinidad and Tobago, Venezuela; 15 Includes Cape Verde, French Comoros, French Guiana, French Polynesia, French Togoland, Liberia, Sao Tome and Principe, Sierra Leone, Spanish Africa and Gold Coast; 16 12 months beginning April 1 of year shown; 17 Approximated from unofficial information; 18 Includes French Indochina, Korea Bureau, Portuguese Timor, Siam, New Caledonia and New

Foreign Agricultural Service. Official estimates of foreign countries, reports from U.S. Foreign Service officers and other information.

station, I saw a poster showing pictures of rust-ravaged coffee, with the statement, "This is the disease that cost Ceylon £14,000,000." And that was an old poster, which referred to the time when an English pound was based on the gold standard!

Serving Commerce Around the World

Bank of America
NATIONAL TRUST AND SAVINGS ASSOCIATION
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

In some of Malaya and parts of India, coffee growing has been almost completely abandoned because of rust. In the Philippines the coffee crop was reported reduced by 35 per cent shortly after the disease had entered. In New Caledonia it took only two years before planters were losing half of their crops; and in Java the usual 60,000-ton crops were quickly cut by two-thirds. These are only a few examples and were just the beginnings, because losses intensified as time went on.

Thus it was that the centers of Arabica production shifted, slipping along the Equatorial Belt to the other side of the world. At first, countries in the American Tropics grew coffee only as an experimental crop; but now they have an estimated 5,000,000,000 Arabica trees and supply nearly nine-tenths of the world demand. They sell so much coffee to the United States that coffee has become that country's No. 1 import as far as value goes and is the strongest commercial link between the two areas.

Golden Light Coffee opens new branch

The Golden Light Coffee Co., Amarillo, Texas, has opened a second branch house in Wichita Falls, Texas. Another branch has been operated by the company in Lubbock, Texas for several years.

The company, established as the Box Coffee and Tea Co. about 1920, was sold to Hugh Donnell and his father by J. A. Box and the name was changed to the Junior Coffee Co. In 1943, with Hugh Donnell as owner, the firm name was again changed, to the Golden Light Coffee Co.

Two-and-a-half million pounds of coffee are reported to be processed annually in the Golden Light plant in Amarillo, which has an area of 31,000 square feet.

A trade area covering the five states of eastern New Mexico, western Oklahoma, southern Colorado and southern Kansas, as well as northern and western Texas, are served by the Amarillo coffee house and its two branches.

Golden Light Coffee has 60 employees and also is a supplier of teas, spices and extracts.

West Germany authorizes coffee

imports from ten countries

The West German government's import committee has authorized the import of coffee from Mexico, El Salvador, Venezuela, Costa Rica, Guatemala, The Dominican Republic, Nicaragua, Honduras, Peru and Panama.

The amount of foreign currency allocated for these purchases has not been officially specified, but it is believed to amount to \$6,000,000, according to import trade sources.

Importers say they believed that they would be allowed to choose freely from which of these countries to buy the coffee.

First estimate of 1953-54 Parana crop

The 1953-54 crop in the State of Parana will total 4,108,700 bags.

This first estimate of the crop was prepared by the Superintendencia das Casas Rurais do Parana.

Mexico's coffee exports

In 1952 Mexico's coffee exports set a record, totaling 870,000 bags, as compared with 858,767 bags in 1951.

MAY, 1953

Buy American

The late Alfred W. McCann once wrote . . .

"Chicory makes poor coffee good and good coffee better".

Although we might prefer to be associated only with fine Santos and Colombians the fact that our product helps keep *any* coffee drinkable and at the same time reduces the cost is something to think about.

How about your blend?

E. B. MULLER & CO.

Branches

53 Wooster St.

New York City

333 Girod St.

New Orleans, La.

PORT HURON, MICHIGAN

Green Coffee

- GENERAL BROKERS
- SPOTS
- SHIPMENTS
- F. O. B.'s

FAIRCHILD & BOLTE

91 Front Street

New York

trends in coffee and tea advertising

(Continued from page 10)

their convenience story.

Industry-level tea promotion, now directed by the new Tea Council of the U. S. A., Inc., and placed through the Leo Burnett Co., Inc., is relying almost entirely on TV. The coming iced tea drive will go into 45 markets via television spots, and Dave Garroway's "Today." Last summer Life magazine and outdoor posters in 30 markets were used.

This past winter, for its hot tea program, the Tea Council also put most of its budget into TV.

Lipton Tea, on the other hand, which for the past four years relied on Sunday comics for its main iced tea drive, this year is turning to billboards. Boards will be used in every city of 50,000 population or over.

The Lipton billboard campaign will be supported by weekly Talent Scout commercials, space in Farm Journal, Farm & Ranch and Progressive Farmer, and by a radio spot campaign which will continue from early June well into July.

While in general the rumpus about coffee prices is pressing the industry toward more and bigger efforts to reach the consumer—through public relations as well as advertising—some contradictory elements are present.

The situation might stimulate greater use of coffee as a "trade leader." Although the practice is deplored by industry heads, in a few markets coffee is frequently sold below cost to lure customers. Often well known brands are used as weekend features at lower than midweek

prices, and national, sectional and local coffees have succumbed to the lure of volume sales through special week-end deals.

A top coffee executive pointed out recently that this trend has resulted in a significant shift of promotional funds from conventional media advertising to special deal activities.

"Most of us feel strongly, however, that basic advertising must not be trimmed too far, if our brand names are to continue as familiar household words," he warned.

One of the most striking trends in coffee has been the growth of solubles. C. W. Cook, sales and advertising manager of the Maxwell House Division of the General Foods Corp., recently put solubles at 18 per cent—on an equivalent cup basis—of all grocery coffee sales. He estimated retail sales of solubles in 1952 at \$135,000,000.

After a policy of watchful waiting on solubles, many coffee packers have decided now is the time to get into the act—and new instant coffee brands have been appearing frequently.

With each new brand has come an advertising program, modest in some cases, heavy in others.

Some of the introductions have been stormy. A Washington, D. C., roaster launched his soluble with large-space newspaper ads giving the "truth" about instant coffee—that all others were pretty punk until his was developed. He added that even his own soluble was a definite second best to his regular coffee.

The swing into solubles by coffee packers is by no means over. The largest proportion of roasters is still not in that field, although more are adding it to their line every

Coffees of High Quality are Produced in:

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EL SALVADOR • GUATEMALA • HAITI

HONDURAS • MEXICO • NICARAGUA

*For uniform quality and satisfied customers —
It will pay you to use these coffees in your blends*

FEDERACION CAFETALERA

CENTRO-AMERICA - MEXICO - EL CARIBE

Dirección Cablegráfica: FEDECAME

SAN SALVADOR, EL SALVADOR, C. A.

month. The probability is that new-brand-advertising of instants will continue. The possibility is that a major battle for instant brand position is in the making.

On an industry level, coffee will continue striving for more consumption by emphasizing the "coffee break." Well over \$1,000,000 a year is being budgeted by the Pan-American Coffee Bureau.

One third of the PACB budget goes to radio, including spots five days a week on 122 stations in 83 cities with Broadcast Measurement Bureau primary coverage nationally of more than 90 per cent. Two-thirds goes to printed media—Life, Saturday Evening Post and Sunday newspaper supplements, with some newspaper advertising.

In the "coffee break" theme, PACB is promoting "a strong and memorable selling idea, capable of lifting the entire industry to new sales levels," Charles G. Lindsay, manager of the Bureau, told the last National Coffee Association convention.

Total advertising for tea, both by packers and by the Tea Council, has been increasing for several years. The Tea Council's industry-level program is acknowledged in the trade as the inspiration for stepped up packer campaigns—this despite the fact that packer contributions of one cent a pound to Tea Council funds probably come out of brand advertising budgets, as is done by Lipton.

Warren J. Cousins, vice president of the A. C. Nielsen Co., reported to the recent mid-year tea meeting that annual tea advertising in major media had risen from \$2,500,000 in 1948 to \$3,800,000 in 1952. This increase, he declared, was one of the factors contributing to the six per cent gain in tea sales last year.

Another factor, he indicated, was more aggressive promotion of tea, last year with special offers to consumers. About 3,500,000 pounds of tea in special factory packs of one type or another were sold to consumers during 1952, or about five per cent of all tea sales through food outlets, he reported. Before 1951, special consumer offers were almost negligible in the tea market.

Tea advertising on an industry level will continue at a larger scale than last year. The new Tea Council, which replaces the old Tea Bureau, is a direct partnership of the United States trade with India, Ceylon and Indonesia. The Council, at its inaugural meeting in April, voted a budget of \$1,500,000 for the coming year, most of it for promotion.

In both coffee and tea, industry-level programs will continue. Among the brands, the competitive battle will go on, guaranteeing that all promotional weapons—from media advertising to premiums and contests—will be called on frequently and for maximum impact.

Tea and Coffee Association of Canada

to hold convention at Niagara Falls

The General Brock Hotel, Niagara Falls, has been announced by the Tea and Coffee Association of Canada as the site of its sixth annual convention.

The meetings will take place October 5th-7th, 1953. C. W. Abernethy, of Thos. J. Lipton, Ltd., Toronto, is president of the association. H. J. Badden, of the same city, is secretary.

Louisiana Coffee and Spice incorporates

The Louisiana Coffee and Spice Co., Inc., Alexandria, La., has been granted a charter of incorporation.

MAY, 1953

BYRNE, DELAY & CO.

104 FRONT ST., NEW YORK 5, N. Y.

Coffee

**Agents for Reliable Shippers
in Producing Countries**

Specializing in:

BRAZILS

COLOMBIANS

VENEZUELAN



*It's
Coffee-er
Coffee!*

S. A. SCHONBRUNN & CO., INC.
77 Water Street, New York, N. Y.

Regular Service

From The Principal Brazilian Ports To:
NEW YORK NEW ORLEANS



Lloyd BRASILEIRO

(Patrimônio Nacional)

Owned and operated exclusively by the Brazilian Government, LLOYD BRASILEIRO includes the American Line in its list of services vital to Brazil's trade relations with the commercial centres of the world. The American Line maintains regular service from the principal Brazilian coffee ports to New York and New Orleans, with facilities (as cargo offers) at Philadelphia, Baltimore, Norfolk, Jacksonville and Houston.

Bringing North and South America nearer each other, LLOYD BRASILEIRO makes the Good Neighbor a Close Neighbor.

NEW YORK
17 Battery Place

NEW ORLEANS
305 Board of Trade Bldg.

FAITHFUL SERVANTS OF THE COFFEE TRADE

Operating on regular itineraries geared to the needs of the coffee trade; swift, modern Grace Line *Santa* ships provide year-round American-Flag service from the Coffee Ports of:

COLOMBIA
VENEZUELA
ECUADOR
PERU

and West Coast of
CENTRAL AMERICA

to

NEW YORK
JACKSONVILLE
PHILADELPHIA
BOSTON
BALTIMORE

LOS ANGELES
SAN FRANCISCO
SEATTLE
VANCOUVER, B. C.



GRACE LINE

19 Hanover Square, New York 5, N. Y.

Tel. Dlgby 4-6000

Agents and Offices in All Principal Cities

TO NEW ORLEANS AND OTHER U. S. GULF PORTS... FROM

SOUTH AMERICA

PARANAGUA, SANTOS, RIO DE JANEIRO, VICTORIA
Regular weekly sailings

WEST AFRICA

LUANDA, LOBITO, MATADI, AMBRIZ, AMBRIZETTE, PORTO AMBOIM
Regular three week sailings

Delta Line

MISSISSIPPI SHIPPING COMPANY, INC. • NEW ORLEANS

AGENTS:

RIO DE JANEIRO: DELTA LINE, INC.
Rua Visconde Inhauma 134

SANTOS: DELTA LINE, INC.
Rua 15 de Novembro 176-178

LUANDA & LOBITO:
Sociedade Luso-Americana, Ltda.

MATADI:
Nieuwe Afrikaansche Handels Vennootschap



Ship sailings

A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Am-Pres—American President Lines
ArgState—Argentine State Line
Am-W Afr—American-West African Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber-West African Line
Barb-Wn—Barber Wilhelmsen Line
Brodin—Brodin Line
Cunard—Brocklebanks' Cunard Service
Delta—Delta Line
Dodero—Dodero Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Granco—Transportadora Gran Colombiana, Ltda.
Gulf—Gulf & South America Steamship Co., Inc.
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines
Independence—Independence Line
Isbrandtsen—Isbrandtsen Co., Inc.
Italian—Italian Line
JavPac—Java-Pacific Line
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Mormac—Moore-McCormack Lines, Inc.
Nopal—Northern Pan-American Line
Norton—Norton Line
NYK—Nippon Yusen Kaisha Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
Prince—Prince Line, Ltd.
R Netb—Royal Netherland Steamship Co.
Robin—Robin Line
SCross—Southern Cross Line
Silver—Silver Line
Sprague—Sprague Steamship Line
Stockard—Stockard Line
Stran—Strachan Shipping Co.
Swed-Am—Swedish American Line
UFruit—United Fruit Co.
Wst Cst—West Coast Line, Inc.
Wes-Lar—Westfal Larsen Co. Line

Abbreviations for ports

Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Ch—Chicago
Chsn—Charleston
Cl—Cleveland
De—Detroit
Ga—Galveston
Gj—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampton Roads
Jx—Jacksonville
LA—Los Angeles
ML—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
Nf—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
SF—San Francisco
Se—Seattle
St Jo—Saint John
Ta—Tacoma
To—Toledo
Va—Vancouver

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
ACAJUTLA			
5/10	Anchor Hitch	Grace	LA5/20 SF5/23 Se5/28
5/11	Sneffeld	UFruit	Ho5/22 N05/24
5/18	Leon	UFruit	Ho5/28 N05/31
5/19	Vindeggen	UFruit	NY6/1
6/9	L.H. Carl	UFruit	NY6/22
6/18	Cstl Nomad	Grace	LA6/28 SF7/1 Se7/6
6/23	Marna	UFruit	NY7/6
7/22	Cstl Avnturer	Grace	LA8/1 SF8/4 Se8/9

ACAPULCO

5/14	Cstl Nomad	Grace	Cristobal ¹ 5/28
6/6	Cstl Avnturer	Grace	Cristobal ¹ 6/20
6/41	Anchor Hitch	Grace	Cristobal ¹ 6/28

AMAPALA

5/13	Vindeggen	UFruit	NY6/1
5/19	Cstl Nomad	Grace	Cristobal ¹ 5/28
6/3	L.H. Carl	UFruit	NY6/22
6/11	Cstl Avnturer	Grace	Cristobal ¹ 6/20
6/13	Cstl Nomad	Grace	LA6/28 SF7/1 Se7/6
6/17	Marna	UFruit	NY7/6
6/19	Anchor Hitch	Grace	Cristobal ¹ 6/28
7/17	Cstl Avnturer	Grace	LA8/1 SF8/4 Se8/9

ANGRA DOS REIS

5/24	Siranger	Wes-Lar	LA6/21 SF6/24 Po6/30 Se7/2 Va7/4
6/5	Forester	PAB	LA6/25 SF6/27 Va7/3 Se7/4 Po7/6
6/11	Heranger	Wes-Lar	LA7/8 SF7/12 Po7/18 Se7/20 Va7/22
6/28	Trader	PAB	LA7/18 SF7/20 Va7/27 Se7/28 Po7/31
7/5	Ravanger	Wes-Lar	LA7/31 SF8/3 Po8/9 Se8/11 Va8/13

BARRANQUILLA

5/11	Cape Cod	UFruit	NY5/22
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MAY, 1953

SAILS	SHIP	LINE	DUE
5/12	Santa Teresa	Grace	NY5/20
5/17	Avenir	UFruit	NY5/30
5/18	La Baule	Independence	LA6/13 SF6/15 Va6/20 Se6/22 Po6/23
5/19	Matura	UFruit	N05/31
5/19	Santa Catalina	Grace	NY5/27
5/26	Santa Ana	Grace	NY6/3
5/26	C.G. Thulin	UFruit	NY6/7
6/2	Cstl Nomad	Grace	LA6/28 SF7/1 Se7/6
6/2	Copan	UFruit	NY6/14
6/2	Mabella	UFruit	N06/14
6/8	Cape Cod	UFruit	NY6/19
6/16	Byfjord	UFruit	NY6/28
6/16	Matura	UFruit	N06/28
6/23	C.G. Thulin	UFruit	NY7/5
6/26	Cstl Avnturer	Grace	LA8/1 SF8/4 Se8/9
6/30	Mabella	UFruit	N07/12

BARRIOS

5/11	Mabay	UFruit	NY5/18
5/16	Levers Bend	UFruit	Ho5/21 N05/24
5/18	C. Avinof	UFruit	NY5/24
5/23	Lempa	UFruit	Ho5/28 No5/31
5/26	C. Cumberland	UFruit	NY5/31
5/30	Fiador Knot	UFruit	Ho6/4 N06/7
6/1	Cape Ann	UFruit	NY6/7
6/4	Mayari	UFruit	Ho6/10 No6/13
6/8	C.H. Stinres	UFruit	NY6/14
6/13	Levers Bend	UFruit	Ho6/18 N06/21
6/15	C. Avinof	UFruit	NY6/21
6/20	Lempa	UFruit	Ho6/25 N06/28
6/23	C. Cumberland	UFruit	NY6/28
6/27	Fiador Knot	UFruit	Ho7/2 N07/5
6/29	Cape Ann	UFruit	NY7/5

BUENAVENTURA

5/10	Santa Eliana	Grace	LA5/18 SF5/20 Se5/29
5/11	Santa Cecilia	Grace	NY5/18

SAILS	SHIP	LINE	DUE
5/18	Santa Margarita	Grace	NY5/25
5/25	Santa Isabel	Grace	NY6/1
5/26	La Heve	Independence	LA6/4 SF6/6 Po6/9 Se6/11 Va6/12
5/31	Santa Elisa	Grace	LA6/13 SF6/15 Se6/20
6/1	Santa Barbara	Grace	NY6/8
6/3	La Baule	Independence	LA6/13 SF6/15 Va6/20 Se6/22 Po6/23
6/8	Santa Maria	Grace	NY6/15
6/10	Winnipeg	Independence	LA6/24 SF6/28 Va7/3 Se7/7 Po7/10
6/15	Santa Leonor	Grace	LA6/27 SF6/29 Se7/5
6/23	La Hague	UFruit	NY6/14

CARTAGENA

5/12	Cape Cod	UFruit	NY5/22
5/16	La Baule	Independence	LA6/13 SF6/15 Va6/20 Se6/22 Po6/23
5/18	Avenir	UFruit	NY5/30
5/20	Mataura	UFruit	N05/31
5/27	C.G. Thulin	UFruit	NY6/7
6/3	Mabella	UFruit	N06/14
6/3	Copan	UFruit	NY6/14
6/9	Cape Cod	UFruit	NY6/19
6/17	Byfjord	UFruit	NY6/28
6/17	Mataura	UFruit	N06/28
6/24	C.G. Thulin	UFruit	NY7/5
7/1	Mabella	UFruit	N07/12

CHAMPERICO

5/11	Anchor Hitch	Grace	LA5/20 SF5/23 Se5/28
6/19	Cstl Nomad	Grace	LA6/28 SF7/1 Se7/6
7/23	Cstl Avnturer	Grace	LA8/1 SF8/4 Se8/9

CORINTO

5/12	Vindeggen	UFruit	Cristobal ² 5/23 NY6/1
5/13	Leon	UFruit	Cristobal ² 5/22 Ho5/28 N05/31
5/22	Cstl Nomad	Grace	Cristobal ¹ 5/8
5/28	La Heve	Independence	LA6/4 SF6/6 Po6/9 Se6/11 Va6/12
6/2	L.H. Carl	UFruit	Cristobal ² 6/13 NY6/22
6/6	La Baule	Independence	LA6/13 SF6/15 Va6/20 Va6/22 Po6/23
6/13	Cstl Nomad	Grace	LA6/28 SF7/1 Se7/6
6/14	Cstl Avnturer	Grace	Cristobal ¹ 6/20
6/16	Marna	UFruit	Cristobal ² 6/27 NY7/6
6/22	Anchor Hitch	Grace	Cristobal ¹ 6/28
7/17	Cstl Avnturer	Grace	LA8/1 SF8/4 Se8/9

CRISTOBAL

5/11	Mabella	UFruit	N05/20
5/12	Santa Cecilia	Grace	NY5/18
5/13	Marna	UFruit	NY5/21
5/17	Cape Cod	UFruit	UY5/22
5/19	Santa Margarita	Grace	NY5/25
5/20	Avenir	UFruit	NY5/30
5/24	Vindeggen	UFruit	NY6/1
5/25	Mataura	UFruit	N05/31
5/26	Santa Isabel	Grace	NY6/1
6/2	Santa Barbara	Grace	NY6/8
6/8	Mabella	UFruit	N06/14
6/9	Santa Maria	Grace	NY6/15
6/14	Cape Cod	UFruit	NY6/19
6/14	L.H. Carl	UFruit	NY6/22
6/22	Mataura	UFruit	N06/28
6/28	Marna	UFruit	NY7/6
7/6	Mabella	UFruit	N07/12

DAR es SALAAM

5/22	Leslie	Lykes	N06/22
5/26	Afr Lightning	Farrell	NY6/28
6/11	Charles	Lykes	N07/19
6/26	Afr Dawn	Farrell	NY7/27

DURBAN

5/12	Frank	Lykes	N06/12
6/2	Billiton	JavPac	LA7/31 SF8/5 Po8/12 Se8/15 Va8/17
6/14	Louise	Lykes	N07/12
7/1	Silverwave	JavPac	LA8/31 SF9/5 Po9/11 Se9/14 Va9/16

EL SALVADOR

5/12	Sein	French	LA5/24 SF5/26 Se5/31 Va6/2 Po6/2
5/18	Washington	French	LA5/29 SF6/1 Va6/4 Se6/7 Po6/11
5/26	Vesuvio	Italian	LA6/5 SF6/8 Va6/13 Se6/17 Po6/21
5/29	La Heve	Independence	LA6/4 SF6/6 Po6/9 Se6/11 Va6/12

SAILS	SHIP	LINE	DUE
6/7	La Baule	Independence	LA6/13 SF6/15 Va6/20 Se6/22 Po6/23
6/13	Winnipeg	French	LA6/24 SF6/28 Va7/3 Se7/7 Po7/10

GUATEMALA

5/16	Sein	French	LA5/24 SF5/26 Se5/31 Va6/2 Po6/2
5/23	Washington	French	LA5/29 SF6/1 Va6/4 Se6/7 Po6/11
5/27	Vesuvio	Italian	LA6/5 SF6/8 Va6/13 Se6/17 Po6/21
5/29	La Heve	Independence	LA6/4 SF6/6 Po6/9 Se6/11 Va6/12
6/8	La Baule	Independence	LA6/13 SF6/15 Va6/20 Se6/22 Po6/23
6/18	Winnipeg	French	LA6/24 SF6/28 Va7/3 Se7/7 Po7/10

GUAYAQUIL

5/28	Santa Elisa	Grace	LA6/13 SF6/15 Se6/20
6/11	Santa Leonor	Grace	LA6/27 SF6/29 Se7/5

LA GUAIRA

5/16	Santa Catalina	Grace	NY5/27
5/24	Santa Ana	Grace	NY6/3

LOBITO

5/21	Afr Patriot	Farrell	NY6/17
5/24	Afr Glade	Farrell	NY6/12
5/30	Del Sol	Delta	N06/26
6/8	Tabor	Am-W Afr	NY7/15
6/25	Afr Glen	Farrell	NY7/30
6/28	Del Oro	Delta	N07/23
7/16	Fernglen	Am-W Afr	NY8/15
7/19	Del Campo	Delta	N08/13
8/9	Del Rio	Delta	N09/3

LOURENCO MARQUES

5/14	Leslie	Lykes	Gulf 7/2
5/17	Frank	Lykes	N06/12
6/1	Charles	Lykes	Gulf 7/19
6/2	Billiton	JavPac	LA7/31 SF8/5 Po8/12 Se8/15 Va8/17
6/16	Louise	Lykes	N07/12

LUANDA

5/18	Afr Patriot	Farrell	NY6/17
5/21	Afr Glade	Farrell	NY6/12
5/25	Del Sol	Delta	N06/26
6/5	Tabor	Am-W Afr	NY7/15
6/22	Afr Glen	Farrell	NY7/30
6/23	Del Oro	Delta	N07/23
7/13	Fernglen	Am-W Afr	NY8/15
7/14	Del Campo	Delta	N08/13
8/4	Del Rio	Delta	N09/3

LA LIBERTAD

5/17	Leon	UFruit	Cristobal ² 5/22 Ho5/28 N05/31
5/17	Vindeggen	UFruit	Cristobal ² 5/23 NY6/1
5/18	Cstl Nomad	Grace	Cristobal ¹ 5/28
6/7	L.H. Carl	UFruit	Cristobal ² 6/13 NY6/22
6/10	Cstl Avnturer	Grace	Cristobal ¹ 6/20
6/16	Cstl Nomad	Grace	LA6/28 SF7/1 Se7/6
6/18	Anchor Hitch	Grace	Cristobal ¹ 6/28
6/21	Marna	UFruit	Cristobal ² 6/27 NY7/6

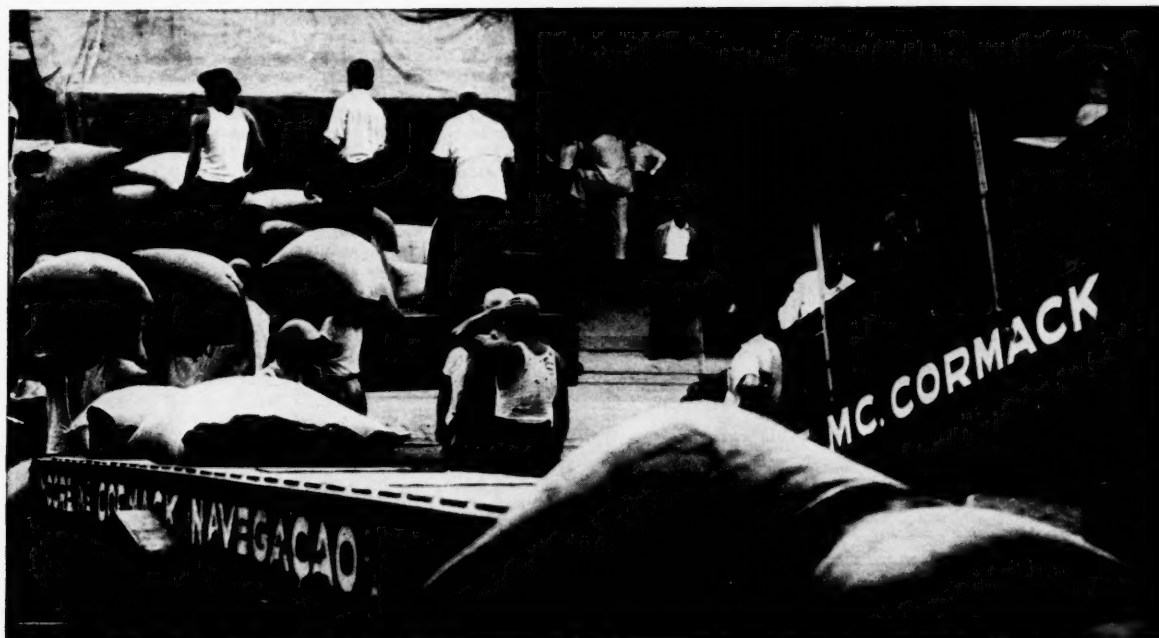
LA UNION

5/15	Leon	UFruit	Cristobal ² 5/22 Ho5/28 N05/31
5/15	Vindeggen	UFruit	Cristobal ² 5/23 NY6/1
5/20	Cstl Nomad	Grace	Cristobal ¹ 5/28
6/5	L.H. Carl	UFruit	Cristobal ² 6/13 NY6/22
6/12	Cstl Avnturer	Grace	Cristobal ¹ 6/20
6/15	Cstl Nomad	Grace	LA6/28 SF7/1 Se7/6
6/19	Marna	UFruit	Cristobal ² 6/27 NY7/6
6/20	Anchor Hitch	Grace	Cristobal ¹ 6/28
7/19	Cstl Avnturer	Grace	LA8/1 SF8/4 Se8/9

LIMON

5/15	Cape Cod	UFruit	NY5/22
5/22	Avenir	UFruit	NY5/30
5/23	Mataura	UFruit	N05/31
5/30	C.G. Thulin	UFruit	NY6/7
6/6	Copan	UFruit	NY6/14
6/6	Mabella	UFruit	N06/14

YES, they know us well in **SANTOS**



With these dock crews . . . with the warehouse men and agents . . . with the tasters and brokers . . . throughout the great coffee industry of Brazil the name of Moore-McCormack is as familiar as coffee itself. Hardly a day goes by that doesn't find a Moore-McCormack ship loading at the Santos docks.

Coffee is important to Moore-McCormack Lines. The great passenger ships of the Good Neighbor Fleet . . . our big super-speed C-3 cargo liners . . . our modern freighters . . . all share in the responsibility of keeping coffee moving to meet the demands of the North American market.

We have spared no effort to maintain efficient and dependable service; we shall continue to devote our energies to the maintenance of such service.

MOORE-McCORMACK
Lines
5 Broadway New York 4

Offices in principal cities of the world

SAILS	SHIP	LINE	DUE
6/12	Cape Cod	UFruit	NY6/19
6/20	Byfjord	UFruit	NY6/28
6/20	Mataura	UFruit	N06/28
6/27	C.G. Thulin	UFruit	NY7/5
7/4	Mabella	UFruit	N07/12

MARACAIBO

5/11	Santa Monica	Grace	NY5/19
5/17	Santa Clara	Grace	Pa5/25 NY5/26
5/21	La Baule	Independence	LA6/13 SF6/15 Va6/20 Se6/22 Po6/23
5/24	Santa Sofia	Grace	NY6/2
5/31	Santa Monica	Grace	Pa6/8 NY6/9
6/4	Cstl Nomad	Grace	LA6/28 SF7/1 Se7/6
6/7	Santa Clara	Grace	NY6/16
6/28	Cstl Avmturer	Grace	LA8/1 SF8/4 Se8/9

MATADI

5/15	Afr Patriot	Farrell	NY6/17
5/18	Afr Glade	Farrell	NY6/12
5/22	Del Sol	Delta	N06/26
6/3	Tabor	Am-W Afr	NY7/15
6/19	Afr Glen	Farrell	NY7/30
6/20	Del Oro	Delta	N07/23
7/11	Fernglen	Am-W Afr	NY8/15
7/11	Del Campo	Delta	N08/13
8/1	Del Rio	Delta	N09/3

MOMBASA

5/17	Afr Lightning	Farrell	NY6/28
5/27	Leslie	Lykes	N06/22
6/16	Afr Dawn	Farrell	NY7/27
6/25	Charles	Lykes	N07/19

PARANAGUA

5/12	Bow Brasil	IFC	NY5/29 Pa5/31 Ba6/2 Bo6/3 Mi6/7
5/12	Aagtedyk	Hol-Int	NY6/1 Bo6/3 Pa6/5 Ba6/6 HR6/10
5/13	Brasil	Lloyd	NY6/5

SAILS	SHIP	LINE	DUE
5/13	Mormacsaga	Mormac	NF6/1 Ba6/3 Pa6/5 Bo6/9 Mi6/13
5/14	Sameland	Brodin	Ba6/2 NY6/3 Bo6/5 Pa6/8
5/20	El Cafetero	Nopal	N06/7 Ho6/10
5/20	Siranger	Wes-Lar	LA6/21 SF6/24 Po6/30 Se7/2 Va7/4
5/20	Honduras	Lloyd	N06/9 Ho6/14
5/20	Itajai	Brodin	Ba6/7 NY6/9
5/21	Mormacswan	Mormac	Bo6/9 NY6/11 Pa6/14 Ba6/16
5/22	Del Valle	Delta	N06/14 Ho6/20
5/23	Mexico	Lloyd	NY6/13
5/27	Bowhill	IFC	NY6/15 Pa6/18 Ba6/20 Bo6/22 Mi6/26
5/27	Mormacsun	Mormac	LA6/21 SF6/23 Va6/27 Se6/29 Po7/1
5/30	Forester	PAB	LA6/25 SF6/27 Va7/3 Se7/4 Po7/6
5/31	Mormacdove	Mormac	Bo6/19 NY6/21 Pa6/23 Ba6/25 Ni6/26
6/2	Alphacca	Hol-Int	NY6/22 Bo6/24 Pa6/26 Pa6/26 Ba6/27 HR6/30
6/6	Del Monte	Delta	N06/30 Ho7/5
6/6	Heranger	Wes-Lar	LA7/8 SF7/12 Po7/18 Se7/20 Va7/22
6/6	Mormacowl	Mormac	Ba6/25 Pa6/27 Bo6/29 NY6/30
6/17	Mormacland	Mormac	LA7/12 SF7/15 Va7/19 Se7/21 Po7/23
6/22	Del Santos	Delta	N07/17 Ho7/22
6/22	Trader	PAB	LA7/18 SF7/20 Va7/27 Se7/28 Po7/31
6/30	Ravnager	Wes-Lar	LA7/31 SF8/3 Po8/9 Se8/11 Va8/13
7/7	Del Alba	Delta	N07/30 Ho8/5

PORT SWETTENHAM

5/14	Pleasantville	Barb-Frn	Atlantic 6/14 Gulf 6/30
5/30	Mandeville	Barb-Frn	Atlantic 6/30 Gulf 7/16
6/14	Fernsea	Barb-Frn	Atlantic 7/15 Gulf 7/30
6/30	Fernbay	Barb-Frn	Atlantic 7/31 Gulf 8/16
7/10	Cingalese	Prince	Ha8/14 Bo8/17 NY8/18
7/14	Fernside	Barb-Frn	Atlantic 8/14 Gulf 8/30
8/7	British	Prince	Ha8/11 Bo8/14 NY8/15
9/8	Eastern	Prince	Ha10/13 Bo10/16 NY10/17

PUERTO CABELLO

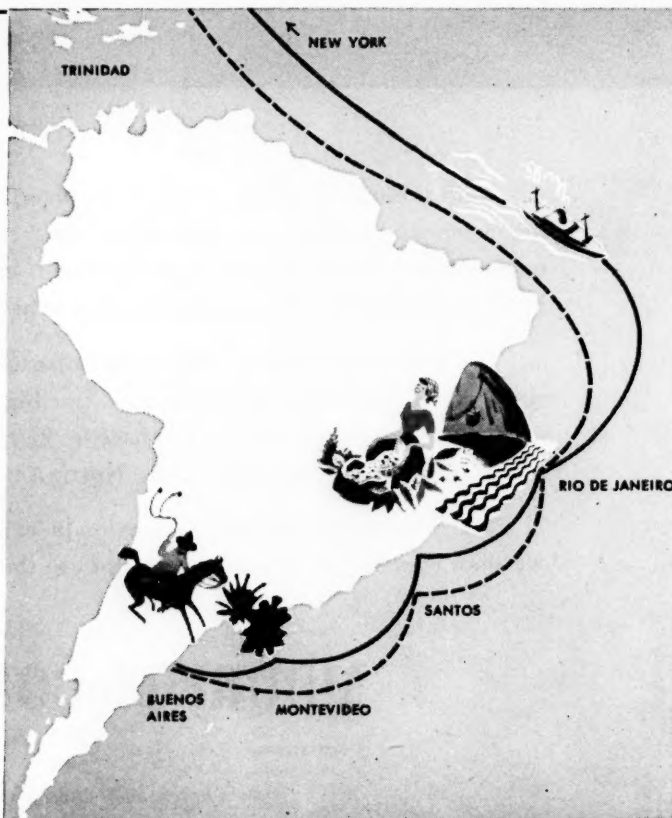
5/12	Santa Monica	Grace	NY5/19
5/18	Santa Clara	Grace	Pa5/25 NY5/26
5/25	Santa Sofia	Grace	NY6/2
6/1	Santa Monica	Grace	Pa6/8 NY6/9
6/8	Santa Clara	Grace	NY6/16

Where you want it...
When you want it...

Your coffee arrives in perfect condition at our modern terminal at Pier 25, North River, New York, in just 13 days from Santos—12 days from Rio—when it comes via Argentine State Line. Our large fleet of modern freighters, plus three new passenger liners—RIO DE LA PLATA, EVITA and RIO JACHAL—operate a swift, dependable cargo service between East Coast of South America ports and New York. Your coffee is handled by experienced, efficient crews, in and out of immaculate holds, assuring a minimum of bag damage and flavor contamination from dockside in Rio or Santos to truck or lighter in New York.

ARGENTINE STATE LINE

Boyd, Weir and Sewell, Inc., General Agents
24 State Street, New York 4, N. Y., Tel. BO 9-5660



SAILS SHIP LINE DUE

PUNTARENUS

5/10	Vindeggen	UFruit	Cristobal ¹ 5/23 NY6/1
5/11	Leon	UFruit	Cristobal ¹ 5/22 Ho5/28 N05/31
5/21	Vesuvio	Italian	LA6/5 SF6/8 Va6/13 Se6/17 Po6/21
5/26	Coastal Nomad	Grace	Cristobal ¹ 5/28
5/31	L.H. Carl	UFruit	Cristobal ¹ 6/13 NY6/22
6/5	La Baule	Independence	LA6/13 SF6/15 Va6/20 Se6/22 Po6/23
6/11	Cstl Nomad	Grace	LA6/28 SF7/1 Se7/6
6/14	Marna	UFruit	Cristobal ¹ 6/27 NY7/6
6/17	Cstl Avnturer	Grace	Cristobal ¹ 6/20
6/24	Anchor Hitch	Grace	Cristobal ¹ 6/28
7/5	Cstl Avnturer	Grace	LA8/1 SF8/4 Se8/9

RIO de JANEIRO

5/13	Brasil	Mormac	NY5/25
5/14	Del Sud	Delta	N05/28
5/16	Aagtedy	Hol-Int	NY6/1 Bo6/3 Pa6/5 Ba6/6 HR6/10
5/17	Brasil	IFC	NY5/29 Pa5/31 Ba6/2 Bo6/3 M16/7
5/18	Sameland	Brodin	Ba5/30 NY6/2
5/19	Brasil	Lloyd	NY6/5
5/19	Mormacsun	Mormac	LA6/21 SF6/23 Va6/27 Se6/29 Po7/1
5/20	Evita	ArgState	NY6/1
5/23	Honduras	Lloyd	N06/9 Ho6/14
5/23	Itajai	Brodin	Ba6/7 NY6/9
5/24	El Cafetero	Nopal	N06/7 Ho6/10
5/26	Del Valle	Delta	N06/14 Ho6/20
5/31	Bowhill	Mormac	NY6/8
5/27	Uruguay	IFC	NY6/15 Pa6/18 Ba6/20 Bo6/22 M16/26
6/4	Del Mar	Delta	N06/18
6/6	Forester	PAB	LA6/25 SF6/27 Va7/3 Se7/4 Po7/6
6/6	Alphacca	Hol-Int	NY6/22 Bo6/24 Pa6/26 Ba6/27 HR6/30
6/10	Mormacland	Mormac	LA7/12 SF7/15 Va7/19 Se7/21 Po7/23
6/10	Argentina	Mormac	NY6/22
6/12	Del Monte	Delta	N06/30 Ho7/5
6/12	Heranger	Wes-Lar	LA7/8 SF7/12 Po7/18 Se7/20 Va7/22
6/18	Del Norte	Delta	N07/2
6/27	Del Santos	Delta	N07/17 Ho7/22
6/29	Trader	PAB	LA7/18 SF7/20 Va7/27 Se7/28 Po7/31
7/2	Del Sud	Delta	N07/16
7/6	Ravnanger	Wes-Lar	LA7/31 SF8/3 Po8/9 Se8/11 Va8/13
7/12	Del Alba	Delta	N07/30 Ho8/5

SAN JOSE

5/10	Anchor Hitch	Grace	LA5/20 SF5/23 Se5/28
5/17	Cstl Nomad	Grace	Cristobal ¹ 5/28
6/9	Cstl Avnturer	Grace	Cristobal ¹ 6/20
6/17	Anchor Hitch	Grace	Cristobal ¹ 6/28
6/18	Cstl Nomad	Grace	LA6/28 SF7/1 Se7/6
7/22	Cstl Avnturer	Grace	LA8/1 SF8/4 Se8/9

SANTOS

5/11	Brasil	Mormac	NY5/25
5/13	Del Sud	Delta	N05/28
5/14	Aagtedy	Hol-Int	NY6/1 Bo6/3 Pa6/5 Ba6/6 HR6/10
5/16	Bow Brasil	IFC	NY5/29 Pa5/31 Ba6/2 Bo6/3 M16/7
5/16	Sameland	Brodin	Ba5/30 NY6/2
5/18	Evita	ArgState	NY6/1
5/18	Brasil	Lloyd	NY6/5
5/18	Mormacsaga	Mormac	NF6/1 Ba6/3 Pa6/5 NY6/7 Bo6/9 M16/13
5/22	Itajai	Brodin	Ba6/7 NY6/9
5/22	El Cafetero	Nopal	N06/7 Ho6/10
5/22	Honduras	Lloyd	N06/9 Ho6/14
5/23	Siranger	Wes-Lar	LA6/21 SF6/24 Po6/30 Se7/2 Va7/4
5/24	Del Valle	Delta	N06/14 Ho6/20
5/25	Uruguay	Mormac	NY6/8
5/25	Mormacsun	Mormac	Bo6/9 NY6/11 Pa6/14 Ba6/16
5/25	Mormacsun	Mormac	LA7/12 SF7/15 Va7/19 Se7/21 Po7/23
5/28	Mexico	Lloyd	NY6/13
5/29	Mormacmar	Mormac	Jx6/13 Ba6/15 Pa6/17 NY6/19 Bo6/21 M16/25
5/30	Bowhill	IFC	NY6/15 Pa6/18 Ba6/20 Bo6/22 M16/26
6/3	Del Mar	Delta	N06/18
6/4	Forester	PAB	LA6/25 SF6/27 Va7/3 Se7/4 Po7/6
6/4	Mormacdove	Mormac	Bo6/19 NY6/21 Pa6/23 Ba6/25 N16/26
6/5	Alphacca	Hol-Int	NY6/22 Bo6/24 Pa6/26 Ba6/27 HR6/30
6/8	Argentina	Mormac	NY6/22
6/10	Heranger	Wes-Lar	LA7/8 SF7/12 Po7/18 Se7/20 Va7/22
6/10	Mormacow	Mormac	Ba6/25 Pa6/27 Bo6/29 NY6/30
6/10	Del Monte	Delta	N06/30 Ho7/5
6/15	Mormacland	Mormac	LA7/12 SF7/15 Va7/19 Se7/21 Po7/23
6/17	Del Norte	Delta	N07/2
6/25	Del Santos	Delta	N07/17 Ho7/22
6/27	Trader	PAB	LA7/18 SF7/20 Va7/27 Se7/28 Po7/31
7/1	Del Sud	Delta	N07/16

MAY, 1953

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New fast Norwegian motorships

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Houston—Biehl & Co., Cotton Exchange Bldg.

Chicago—F. C. MacFarlane, 209 S. La Salle St.

Detroit—F. C. MacFarlane, 715 Transportation Bldg.

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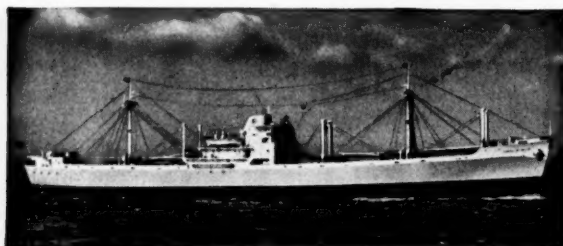
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BRAZIL LINE, INC.
POPE & TALBOT, INC.
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FORTNIGHTLY

Drip-O-lator



A word that means immediate acceptance by coffee lovers everywhere. Always a leader — used by leaders. This famous name is stamped on the bottom of every Drip-O-lator. Point with pride to the fact that your customers are getting the *only* genuine Drip-O-lator. Instantaneous response will follow as surely as night follows day.

THE ENTERPRISE ALUMINUM CO.

MASSILLON, OHIO

Makers of the only genuine Drip-O-lator the better drip coffee maker

3ND 3N1T 3IHS 3TIVS

7/4	Ravnanger	Wes-Lar	LA7/31 SF8/3 Po8/9 Se8/11 Va8/13
7/10	Del Alba	Delta	No7/30 Ho8/5

TAMPICO

5/16	Danaholm	Swed-Am	MI5/30
6/1	Stegholm	Swed-Am	MI6/13
7/1	Danaholm	Swed-Am	MI7/15

VERA CRUZ

5/13	Danaholm	Swed-Am	MI5/30
5/26	Stegholm	Swed-Am	MI6/13
6/28	Danaholm	Swed-Am	MI6/15

VICTORIA

5/10	Del Mundo	Delta	N05/26 Ho5/31
5/24	Honduras	Lloyd	N06/9 Ho6/14
5/28	Del Valle	Delta	N06/14 Ho6/20
6/14	Del Monte	Delta	N06/30 Ho7/5
6/29	Del Santos	Delta	N07/17 Ho7/22
7/14	Del Alba	Delta	N07/30 Ho8/5

TEA BERTHS

CALCUTTA

5/16	Exchange	Am-Exp	Bo NY Pa Ba Nf
5/23	City Bristol	Eil-Buck	Bo6/24 NY6/25 Pa6/28 Nf6/30 Ba7/1
5/28	Exminster	Am-Exp	Bo NY Pa Ba Nf
6/7	City Chester	Eil-Buck	Bo7/9 NY7/10 Pa7/14 Nf7/16 Ba7/17
6/8	Roebiah	JavPac	SF7/14 La7/18 Po8/3 Se8/7 Va8/10

COCHIN

5/13	Cornelius	Maersk	NY6/17
5/15	City Coventry	Eil-Buck	St Jo6/10 MI6/15
5/18	Javanese	Prince	Ha6/11 Bo6/14 NY6/15
7/21	Cingalese	Prince	Ha8/14 Bo8/17 NY8/18
8/18	British	Prince	Ha9/11 Bo9/14 NY9/15
9/19	Eastern	Prince	Ha10/13 Bo10/16 NY10/17

COLOMBO

5/12	City Coventry	Eil-Buck	St Jo6/10 My6/15
5/16	Javanese	Prince	Ha6/11 Bo6/14 NY6/15
5/19	Pleasantville	Barb-Frn	Atlantic 8/14 Gulf 8/30
5/20	Exchange	Am-Exp	Bo NY Pa Ba Nf
5/21	Lawak	JavPac	LA7/4 SF7/8 Po7/15 Se7/18 Va7/20
6/2	Exminster	Am-Exp	Bo NY Pa Ba Nf
6/4	Mandeville	Barb-Frn	Atlantic 6/30 Gulf 7/16
6/9	Leise	Maersk	NY7/17
6/19	Fernsea	Barb-Frn	Atlantic 7/15 Gulf 7/30
6/21	Binlang	JavPac	LA8/3 SF8/7 Po8/14 Se8/17 Va8/19
7/5	Fernbay	Barb-Frn	Atlantic 7/31 Gulf 8/16
7/9	Arnold	Maersk	NY8/16
7/19	Fernside	Barb-Frn	Atlantic 8/14 Gulf 8/30
7/19	Cingalese	Prince	Ha8/14 Bo8/17 NY8/18
7/21	Silverbeam	JavPac	LA9/3 SF9/7 Po9/14 Se9/17 Va9/19
8/16	British	Prince	Ha9/11 Bo9/14 NY9/15
9/17	Eastern	Prince	Ha10/13 Bo10/16 NY10/17

DJAKARTA

5/12	Mandeville	Barb-Frn	Atlantic 6/30 Gulf 7/16
5/19	Leise	Maersk	NY7/17
5/29	Fernsea	Barb-Frn	Atlantic 7/15 Gulf 7/30
6/12	Fernbay	Barb-Frn	Atlantic 7/31 Gulf 8/16
6/21	Cingalese	Prince	Ha8/14 Bo8/17 NY8/18
6/21	Arnold	Maersk	NY8/16
6/28	Fernside	Barb-Frn	Atlantic 8/14 Gulf 8/30
7/14	British	Prince	Ha8/11 Bo8/14 NY8/15
8/16	Eastern	Prince	Ha10/13 Bo10/16 NY10/17

HONG KONG

5/18	Jeppesen	Maersk	NY7/1
5/19	Wave	Pioneer	NY6/28
5/20	Taiwan	Barb-Wn	SF6/11 LA6/13 NY6/27
5/21	Indian Bear	PacFar	SF6/9 LA6/12
6/3	Laura	Maersk	NY7/18
6/5	Trafalgar	Barb-Wn	SF6/27 LA6/29 NY7/13
6/13	Bay	Pioneer	NY7/22
6/18	Calif. Bear	PacFar	SF7/7 LA7/11

SAILS	SHIP	LINE	DUE
6/18	Olga	Maersk	NY8/1
6/20	Tudor	Barb-Wn	SF7/12 LA7/14 NY7/28
7/3	Hulda	Maersk	NY8/17
7/5	Bronxville	Barb-Wn	SF7/27 LA7/29 NY8/12
7/7	Tide	Pioneer	NY8/23
7/20	Tamesis	Barb-Wn	SF8/11 LA8/13 NY8/27
8/5	Belleville	Barb-Wn	SF8/27 LA8/29 NY9/12

KOBE

5/11	Ymtsato Maru	Yamashita	SF5/27 LA5/29 Cr6/8 NY6/13
5/11	Tancred	Barb-Wn	SF5/27 LA5/29 NY6/12
5/18	Flying Dragon	PacFar	SF6/3 LA6/5
5/24	Wave Pioneer	Pioneer	NY7/6
5/25	Jeppesen	Maersk	NY7/1
5/25	Ymfuku Maru	Yamashita	SF6/12 LA6/14 Cr6/24 NY6/30
5/26	Taiwan	Barb-Wn	SF6/11 LA6/13 NY6/27
5/26	Indian Bear	PacFar	SF6/9 LA6/12
5/29	Marine Runner	PacFar	SF6/13 LA6/17
6/2	Cove	Pioneer	NY7/14
6/8	Alaska Bear	PacFar	SF6/21 LA6/25
6/10	Laura	Maersk	NY7/18
6/11	Trafalgar	Barb-Wn	SF6/27 LA6/29 NY7/13
6/13	Ymturu Maru	Yamashita	SF6/30 LA7/2 Cr7/11 NY7/16
6/18	Bay	Pioneer	NY7/31
6/23	Calif. Bear	PacFar	SF7/7 LA7/11
6/25	Olga Maersk	Maersk	NY8/1
6/26	Tudor	Barb-Wn	SF7/12 LA7/14 NY7/28
7/10	Hulda	Maersk	NY8/17
7/11	Bronxville	Barb-Wn	SF7/27 LA7/29 NY8/12
7/12	Tide	Pioneer	NY8/23
7/26	Tamesis	Barb-Wn	SF8/11 LA8/13 NY9/12
8/11	Belleville	Barb-Wn	SF8/27 LA8/29 NY9/12

SHIMIZU

5/14	Ymtsato Maru	Yamashita	SF5/27 LA5/29 Cr6/8 NY6/13
5/26	Wave	Pioneer	NY7/6
5/28	Ymfuku Maru	Yamashita	SF6/12 LA6/14 Cr6/24 NY6/30
5/28	Jeppesen	Maersk	NY7/1
6/12	Laura	Maersk	NY7/18
6/15	Ymturu Maru	Yamashita	SF6/30 LA7/12 Cr7/11 NY7/16
6/20	Bay	Pioneer	NY7/31
6/27	Olga	Maersk	NY8/1
7/12	Hulda	Maersk	NY8/17

TANGA

5/20	Afr Lightning	Farrell	NY6/28
5/24	Leslie	Lykes	N06/22
6/17	Charles	Lykes	N07/19
6/19	Afr Dawn	Farrell	NY7/27

YOKOHAMA

5/13	Hawaii Bear	PacFar	SF5/23 LA5/28
5/14	Trade Wind	PacFar	SF
5/15	Ymtsato Maru	Yamashita	SF5/27 LA5/29 Cr6/8 NY6/13
5/15	Tancred	Barb-Wn	SF5/27 LA5/29 NY6/12
5/16	F. J. Luckenbach	PacFar	SF6/3 LA6/5
5/24	Marine Runner	PacFar	SF6/9 LA6/12
5/27	Wave	Pioneer	NY7/6
5/28	Indian Bear	PacFar	SF6/9 LA6/12

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SAILS	SHIP	LINE	DUE
5/30	Ymtuku Maru	Yamashita	SF6/12 LA6/14 Cr6/24 NY6/30
5/30	Taiwan	Barb-Wn	SF6/11 LA6/13 NY6/27
5/31	Jeppesen	Maersk	NY7/1
6/1	China Bear	PacFar	SF6/13 LA6/17
6/4	Cove	Pioneer	NY7/14
6/10	Alaska Bear	PacFar	SF6/21 LA6/25
6/15	Laura	Maersk	NY7/18
6/15	Trafalgar	Barb-Wn	SF6/27 LA6/29 NY7/13
6/17	Ymturu Maru	Yamashita	SF6/30 LA7/2 Cr7/11 NY7/16
6/21	Bay	Pioneer	NY7/31
6/26	Calif. Bear	PacFar	SF7/7 LA7/11
6/30	Olga	Maersk	NY8/1
6/30	Tudor	Barb-Wn	SF6/12 LA6/14
7/14	Tide	Pioneer	NY8/23
7/15	Hulda	Maersk	NY8/17
7/15	Bronxville	Barb-Wn	SF7/27 LA7/29 NY8/12
7/30	Tamesis	Barb-Wn	SF8/11 LA8/13 NY8/27
8/14	Belleville	Barb-Wn	SF8/27 LA8/29 NY9/12

¹ Accepts freight for New York, with transshipment at Cristobal, C. Z.

² Accepts freight for Atlantic and Gulf ports with transshipment at Cristobal, C. Z.

Shipping

First of three new motor vessels delivered to IFC

The first of three new vessels which will carry cargo between Canadian, United States and South American ports for the International Freighting Corp., Inc., arrived in New York City recently. The Bow Brasil, built by Howaldtswerke, Kiel, Germany, for Oivind Lorentzens Rederi, of Oslo, Norway, is especially designed for the run to Rio de Janeiro, Santos, Montevideo, Buenos Aires and return.

It is the first of three motor ships which I. F. C. will charter, this year, to replace older types. The Bow Canada, a sister ship, also built in Kiel for Oivind Lorentzen, will go into operation in about three months, and the Bow Santos, built by Burntisland Shipbuilding Company, Aberdeen, Scotland, for A/S Rederiet Odfjell, will go into service toward the end of the year.

According to Frank N. Bowers, president of I. F. C., the new ships will cut considerably the time required for voyage turn-arounds. The Bow Brasil, for instance, has a speed of 16½ knots, and its six large cargo hatches, three of which are double rigged, will reduce loading and discharging time.

The first two new I. F. C. vessels are 9,000 tons dead-weight carrying capacity, propelled by six-cylinder diesel engines developing 7,200 brake horsepower. Embodying all the very latest features of design and navigational equipment, they are 448 feet long and 58 feet wide.

The new ships feature de luxe accommodations for 12 passengers, including twin-bedded and single outside upper deck rooms and a bedroom-sitting room suite, each with private shower and toilet. The public rooms include a smoking room with bar and a special dining room for the passengers.

How many ways to make coffee?

How many ways are there to make coffee?

Look magazine, in a recent issue, pictured some of the answers—29 of them.

The article, headed 293,884,843 cups of coffee a day, told that the word, "coffee," meaning a social event, was being added to the dictionary.

The coffee making methods pictured ranged from percolator to *café d'able*.

Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Brazil	Deliveries—from: Others	Total	Visible Supply—1st of Month Brazil	Others	Total
1952							
January	2,006	1,150	882	2,037	1,123	211	1,364
February	2,138	800	1,041	1,841	926	327	1,253
March	1,002	952	732	1,684	1,033	504	1,537
April	1,569	908	786	1,694	953	458	1,411
May	1,074	617	588	1,205	749	442	1,191
June	1,179	616	605	1,221	808	405	1,213
July	1,300	756	756	1,512	754	406	1,160
August	1,130	645	458	1,103	659	352	1,011
September	1,772	974	514	1,488	1,021	366	1,387
October	1,724	1,182	819	2,001	1,036	436	1,572
November	1,235	760	557	1,317	773	296	1,069
December	2,002	955	894	1,849	822	216	1,038
1953							
January	1,764	804	942	1,746	730	321	1,051
February	1,733	721	948	1,669	756	441	1,197
March	1,666	734	1,022	1,756	832	438	1,270
April (1-28)	1,885	680	1,147	1,827	835	375	1,210

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

The coffee outlook

It's still a little too early, but soon evaluations will have to be made of the effect of the recent price rise and its aftermath.

When the weighing up is done, a number of things will have to be taken into account. One is the fact that the whole rumpus over coffee prices need not have taken place.

This can be said merely on the basis of the facts—that is, that the actual price rise was not a very large one, not enough to occasion the furor in the press.

With the wonderful clarity of hindsight, we can see that if coffee prices had not been wedged against the ceilings before decontrol, exerting considerable pressure, the subsequent situation would have developed differently.

With that same hindsight, we now know that the ceilings would have been lifted anyway. The national current was in that direction.

Nevertheless, the price pressure on coffee did exist. And the most serious result was in the predictions it stimulated.

The most exaggerated forecast came from Washington, along with the decontrol order. Some members of the trade, even though they acted in all good faith, also came up with predictions that were too high.

Probably a similar situation in the future will turn up a lot more "No comments" to the general press. Or at least remarks which are constructive without specific price guesses.

Publicized reaction to the predicted price rise was uneven. It was intense in some areas, such as Texas, absent in others. There were, though, national examples, such as a nationwide broadcast by a news commentator.

Where the reactions did come they were vitriolic. For example, a Charles City, Iowa, grocer bought newspaper space to tell his customers not to buy coffee. That happened, by the way, not in the early days of the situation but in the middle of April.

Of course the Iowa grocer was picking up a cue from Joe J. Weingarten, chairman of the board of J. Weingarten, Inc., Texas supermarket operator.

When the ceilings were lifted, Weingarten took large ads urging consumers to cut down on coffee drinking by one-third or even one-half. He blamed the rise on "a group of South American speculators and profiteers."

Last month, when green and roast prices were already down, Weingarten used newspaper ads to continue the same theme.

His campaign did get support from Houston's Mayor

(Continued on page 75)

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Editorials

Your own iced tea drive

You are probably well aware, by now, of the big campaign for iced tea which the new Tea Council will run this season.

If you aren't, you should be. The main features have been presented at the mid-year meeting of the Tea Association, have been reported in these pages, and have been underlined in bulletins.

The campaign will be intensive—local and network TV in 45 markets throughout the country. Spots in the daytime and at night will carry the tea message. In addition, Dave Garroway will sell iced tea on his NBC TV show, "Today."

This is a huge campaign. It will reach millions of people, over and over, with the theme that iced tea is "the refresher that doesn't leave you thirsty."

Tea men agree on the effectiveness of the media. They know that among their own acquaintances awareness of tea, stimulated by the TV spots, is greater than ever before.

Packers who concur that the campaign is shaping up to be a solid one, possibly the most effective yet, see only half the picture . . . unless they also see how the drive creates favorable conditions for the sale of *their own brands*.

Here will be a vast pre-conditioning of the American public—including the store and restaurant managers who have the say-so in the marketing channels.

It is a conditioning which will be backed with continuous "sell" right through the summer season.

Any packer who doesn't take advantage of this situation—to benefit *his own brand*—is turning his back on added volume and profits.

Taking advantage of it can be as simple as putting the Tea Council posters, shelf markers and other display pieces into your own outlets.

A good cup of coffee

Some things are worth repeating. One of these is the meaning of an editorial written 30 years ago in a restaurant magazine.

Last month Don Nichols, publisher of Restaurant Management, recalled that editorial. On the page he uses each month in his publication for a direct talk with his readers, he brought that 30-year old editorial up-to-date.

As coffee men, especially if you cater to the restaurant market, you should know what Mr. Nichols said about "a good cup of coffee."

You might even find ways to put his comments to good use.

Here's what he said:

"Almost 30 years ago an Ahrens editor won the award, given by the Associated Business Papers, for the best editorial appearing that year in the business paper press. That editor was Ray Fling, now the able executive secretary of the Michigan Restaurant and Caterer's Association. His subject was A Cup of Coffee.

"The gist of Ray's editorial was that a good cup of coffee is the bedrock foundation on which restaurant success is built. Or, conversely, that poor coffee—too weak, too strong, rancid or just tasteless—tears down all the good impressions made so carefully by fine food, well prepared, properly served, at a fair price, in a clean, attractive atmosphere.

"What Ray Fling said almost 30 years ago is just as true today. Maybe even more so. Most customers are more articulate about coffee than they are about any other item on the menu. They consider it their self-appointed right to be outstanding authorities on restaurant coffee.

"That works both ways. If you serve good coffee, your customer becomes your most convincing advertisement—in his home, with his office associates, at her bridge club, in her sewing circle, and elsewhere.

"But look out for your business if you aren't serving good coffee. Your customer, now a critic, is equally loud in condemning your food—often because your coffee alone is inferior.

"I contend that the better restaurants in this country quite generally provide better coffee than their customers prepare in their homes. And that is because those restaurants are following a few simple rules:

- "1. They buy a well-known brand from recognized roasters, who automatically guarantee uniformly high quality, week in and week out.
- "2. They follow the formula of 2 to 2½ gallons of water to the pound.
- "3. Their employees are trained to brew coffee properly.
- "4. They use equipment that is constantly kept clean.
- "5. Their coffee is served fresh.
- "6. For those who desire it, cream with 18 per cent minimum butter fat content is available.

"A good cup of coffee is still the first essential of good restaurant operation."

BRAZIL

as a producer of tea

Brazil, the world's foremost producer of coffee, also grows—and exports—tea. Relatively, of course, this tea business is small, but its volume is increasing each year. *O Estado de São Paulo*, as reported in *Americas*, recently reviewed the story of how tea came to Brazil.

Anyone approaching the town of Registro on the banks of the Ribeira River, in southern São Paulo, passes by farms that are different from those in other parts of the state. They are tea plantations.

The tea-producing shrubs extend up the hills in straight lines and look like young coffee trees. They are pruned throughout the year, and, as if in resentment, look brown and barren. But along about September or October, with the arrival of spring, they turn green overnight and are covered with leaf buds. Then the harvest begins.

Tea gathering, which is done by men, women, and children for so much a kilo, has some curious features. Children are the most productive, for they can work on the low shrubs standing up, while adults have to torture their backs bending over. The work requires a certain amount of training, since the first three tender leaves of each branch, which make the best and most expensive beverage, are kept separate.

At that time of year, the 44 local tea-processing plants hum with activity, packing large quantities of tea for shipment to practically all parts of America and Europe.

But things haven't always been this way. Tea planting on the seaboard started with the Japanese immigration around 1929. At first, the immigrants cultivated the *thea sinensis* variety, which was neither very good nor very remunerative. Just as Francisco De Melo Palheta introduced coffee from French Guiana, a Japanese farmer brought the first seeds of *thea Assam* to Registro.

In 1936 Torazo Okamoto, one of the first tea growers of the Registro region, went home to see his relatives. On his way back, his ship had to make an extended stop-over at Ceylon. The traveler took this opportunity to visit Colombo, the island's capital, and the world-famous Lipton tea plantations. He marveled at the qualities of the *thea Assam* cultivated there. Since he had plenty of money, it was easy for him to obtain a handful of seeds, in spite of the close watch kept over the farms. The difficulty was getting them aboard the ship, for those leaving the island had to go through customs inspection.

The resourceful farmer bought a loaf of bread, took out the center, put the seeds in, and then filled it up again. At departure time he bought more of the same type of loaves, put them all in a bag, and took them along.

The inspectors were even stricter than usual, since this was a Japanese ship. An inspector thrust his hand into the bag and pulled out one of the loaves. He cut the loaf in the middle and carefully examined the two halves, finding nothing.

Suppose he tried the same thing with all the loaves?

The traveler saw the man hesitate and finally take a piece of chalk and put the conventional authorization mark on the bag.

That's how the precious seeds of *thea Assam* came from Ceylon to the Ribeira River area.

As soon as he arrived, Mr. Okamoto set out to multiply its hundred seeds. A few years later, all the *thea sinensis* on his property had been replaced by *thea Assam*, which yields more, tastes better, and grows just as easily on our soil. From his farm the tea spread all over the Ribeira region.

In the municipality of Registro there are now about



A sling of Brazil tea ready to be swung aboard ship for export.

3,000,000 tea shrubs, which yield 154,000 pounds of tea a year.

But cultivation is only part of the story. Much skill goes into the processing and packaging, as at Mr. Okamoto's establishment, which is known as the Ribeira Tea Plantation.

The processing plant is a huge two-story building where the tea arrives in the baskets used by the harvesters and goes out packed in boxes according to type.

The freshly gathered and still damp young leaves are spread on hanging mats and allowed to wither. Then they go into an oven to dry. Having acquired the characteristic dark color, they are rolled in small revolving cylinders about a foot high. Next they go into a machine that rejects fully developed leaves picked by mistake and sifts and separates the tea into five or six types, all usable, but of different quality. These include the choice, homogeneous type known throughout the world as Ribeira tea and the fine-grained type, which yields a very good drink but has to go into tea bags because it would go through a sieve.

At the packing plant of the Cotia Agricultural Cooperative, whose main office is in the city of São Paulo, the product is packed in tinfoil-lined plywood boxes. An

(Continued on page 47)

quality in Ceylon tea



A tea scene in Ceylon:
weighing harvested leaf

By EDGAR PHILPOTT

Mr. Philpott worked as a tea estate manager in Ceylon for 20 years, from 1925 to 1945. When he left Ceylon, he was growing and manufacturing over 500,000 pounds of made tea a year, with close to 1,000 acres under tea plantings. This was at an elevation of 3,500 feet to 5,000 feet.

"We didn't beat the market, but we made quality teas most of the time," Mr. Philpott comments. He has been living in Canada for the past five years.

A tea estate lives on its net profit which, reduced to the simplest terms, is the difference between what it costs the estate to produce a pound of tea and what that pound fetches at auction.

Like all dogmas, this fact can be partially overlooked because it is so simple and obvious. Speaking from an experience on both sides of the fence (the seller's and the buyer's) the writer makes no apologies for this brief excursion into the realm of kindergarten economics. Any discussion of quality in tea must start with the basic concept that it is the business of a tea estate to make money.

Economically, Ceylon tea estates may be divided roughly into the following three categories:

1. Quantity producers
2. Quality producers
3. Middle of the road

Perhaps it might be convenient here to chalk up another tally, this time the factors—over which the producer has no control—that kill quality. They are:

1. Low elevation
2. Monsoon
3. Unwilling and unresponsive soil

And just to get the picture clear, an over-simplified list of the major factors—over which the grower has control—that kill quality includes:

1. Heavy manuring with inorganic salts
2. Coarse plucking
3. A general policy of quantity production
4. A high-level policy of "last-red-cent-grabbing" penny-pinching, and so forth
5. Bad management, including careless manufacture

Returning to the economic division group, quantity producers are estates at a low elevation. No matter if it employs a dozen angels on its staff, an estate at an elevation of 1,000 feet cannot produce quality teas. To keep itself from bankruptcy it must therefore produce cheaply, and to produce cheaply it must secure a high yield per acre. Within

reasonable limits, everything must be subordinated to this end. Thus we find heavy manuring with inorganics ("dynamite," as the stuff is known in the trade), and also perhaps coarse plucking and the use of leaves that would be thrown away by the "middle of the road" estate.

In order to reduce costs, many quantity producers keep their labor force below ideal requirements, and thus during rush periods the plucking fields are allowed to "run away," producing ultra-bold leaf that should have been in the factory three days earlier.

Subordination to quantity as a general policy sometimes, although not always, results in a happy-go-lucky attitude toward the problems of manufacture. Despite the bad leaf, a somewhat better style of tea could be turned out if anyone were really interested.

However, the percentage of specialized quantity producers is a small one.

Still smaller is the percentage of real quality producers, gathered together on mountain tops in districts such as Nuwara Eliya and Maturata, at elevations of 6,000 and 6,700 feet. The 1951 Ceylon Directory lists only 16 estates (including groups) in the Maturata District. The Nuwara Eliya area has one less—15. The top of another district, called Udapussellawa, edges into this charmed circle, but there are only ten estates listed with an elevation of 5,000 feet and over, making a "favored few" aggregate of 41 estates or groups of properties under one management.

Many of the ultra-select 41 are quite small in area, but their names are known throughout Ceylon and in Mincing Lane and elsewhere.

Among these lofty, often cloud-capped peaks, there rages an unceasing price war in reverse, the object being, of course, not to lower the price but to heighten it, and perhaps to "top the market." Neighbors vie with each other, and in the clubs there is much expert, professional calculation as to the exact price such or such an estate should have secured on a given market.

When not at his club, discussing prices with his competitors, the manager is likely to be found in his factory, discussing prices with his teamaker. The morning leaf from the fields will receive a careful scrutiny. Each segment must consist of two tender leaves and the bud, less the bottom stalk, which has been snipped off between the thumb and forefinger of the plucker. The plucking rounds are organized so that all leaf is taken on the precise day (or

(Continued on page 45)



Charles F. (Hutch) Hutchinson, retired Supervising U. S. Tea Examiner, who is picking up the cudgel for iced tea.

Hutch to tour country on behalf of iced tea; insists on going by bus

Charles F. (Hutch) Hutchinson, retired Supervising U. S. Tea Examiner, seems to have started something when he told a press conference that "American women don't know how to boil hot water."

The result, to date, includes 63 editorials in major newspapers throughout the country, at least 400 stories of every

kind, five major TV broadcasts, plus innumerable radio comments.

Hutch is going on with what he started. In May he leaves with Mrs. Hutchinson for a tour of ten major cities across the country.

On TV appearances and in newspaper interviews he will carry forward his "boiling water" charge, demonstrate to housewives how to make iced tea in quantity, and in general will pass along tips on brewing tea.

Hutch will be preceded on the tour by Fred Rosen, public relations consultant to the Tea Council, who will handle the arrangements for the TV and press interviews.

Hutch agreed to go on the tour on one condition, that it be the way he and Mrs. Hutchinson had long planned to see the country—by bus.

The schedule calls for Hutch to appear in Cleveland May 25th, Chicago May 27th, Denver May 30th, San Francisco June 18th, Los Angeles June 29th, Dallas July 6th, Houston July 8th, New Orleans July 10th, Atlanta July 13th, Washington, D. C., July 15th, with the wind-up in New York City.

He will also make a stop in Hollywood, where in addition to press appearances he will be photographed with Hollywood stars—drinking tea, naturally.

Iran increases tea production;

still imports to meet own needs

Production of tea in Iran in 1952 was estimated at about 5,500 metric tons. This was 300 tons more than the 1951 output of 5,200 tons and 500 tons more than the 1950 production of 5,000 tons.

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MEDAN (SUMATRA) • TAIPEH (FORMOSA)

Tea Movement into the United States

(Figures in 1,000 pounds)

	Jan. 1952	Feb. 1952	Mar. 1952	April 1952	May 1952	June 1952	July 1952	Aug. 1952	Sept. 1952	Oct. 1952	Nov. 1952	Dec. 1952	YEAR 1952	Jan. 1953	Feb. 1953	Mar. 1953
Black																
Ceylon	3,400	3,384	3,997	3,617	3,527	3,712	5,250	3,136	4,212	3,338	1,973	2,642	42,188	3,546	4,132	4,965
India	3,072	2,942	2,579	4,645	3,312	1,667	1,752	1,982	4,361	3,173	2,725	3,593	35,804	3,798	3,343	4,982
Formosa	493	293	281	171	128	...	18	19	12	10	41	115	1,581	...	77	70
Java	813	730	713	725	521	733	818	369	757	569	496	570	7,814	400	299	818
Africa	107	242	116	87	121	42	111	133	151	55	132	316	1,614	175	307	270
Sumatra	124	45	177	368	308	380	150	148	235	34	129	120	2,217	280	405	314
Congou	1	1	1
Misc.	35	34	58	67	13	55	27	34	36	8	32	24	193	24	353	8
Green																
Japan	47	5	30	37	80	105	571	694	473	212	192	38	2,483	73	25	114
Ping Suey
Misc.	6	...	2	5	10	...	11	20	15	49	118	34	8	28
Oolong																
Formosa	24	22	26	12	2	1	...	4	11	27	56	20	207	12	9	17
Canton	10	3	6	2	3	2	...	1	26
Sentd Cntr	5	1	4	9	10	2	32
Misc.	1	5	5	1	...	10	15
Mixed	8	3	6	4	10	8	6	8	3	4	92	6
TOTALS	8,144	7,704	7,995	9,758	8,044	6,703	8,715	6,529	10,268	7,490	5,780	7,443	94,559	8,348	8,659	11,601

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner C. F. Hutchinson.

quality in Ceylon tea

(Continued from page 43)

almost hour) it reaches perfection.

Old fields that bear a somewhat devitalized leaf are often "rested" prior to pruning, sometimes for several months. Very new leaf from recently pruned fields is invariably discarded. This new leaf, called tippings, must be plucked from the bushes and then just thrown to the ground. Some of the quality estates discard up to six rounds of tipping leaf, representing perhaps nearly three months of crop; an expensive practise.

Cultivation programs are drawn up with one end in view: the maintenance of the bushes in good heart for the production of choice quality leaf. Organic substances, such as bone meal, largely replace the dynamite salts. This type of cultivation works slowly to form wood, rather than violent outbursts of crop during the wet season.

Pruning schedules receive careful study, with the object of avoiding the coincidence of optimum growing season and the period of greatest vigor in the bush. Crop is lost, but quality is maintained.

Once in the factory, this precious leaf is accorded the utmost consideration. All equipment is of the latest type and kept in perfect condition. The teamaker will receive generous bonuses based on the prices he achieves. Factory labor is highly paid, because at elevations of 5,000 feet and up a wither may often be obtained at one o'clock in the morning, and labor must be available to commence manufacture at this hour. The estate manager will spend a lot of time making experiments, for indeed there is nothing stereotyped about the production of first mark teas.

But, of course, the great majority of Ceylon tea estates are situated neither in the basement at 1,000 feet or in the attic at 6,000 feet. They are in the middle, and must therefore adopt a middle policy. It is here that the great conflict between quality and quantity rages unceasingly. Scarce-

ly a day passes that the manager is not faced with the necessity of making decisions that will effect some sort of compromise.

Every factor enumerated in this article comes into play and must receive consideration. Sometimes the mind of the manager feels rather like a boxing tournament, with every match going on simultaneously. Thus we have:

- a. Organics versus inorganics
- b. Full plucking versus light plucking
- c. Long plucking rounds versus short plucking rounds
- d. Pruning for quality versus pruning for crop
- e. Use versus non-use of tipping leaf
- f. Maintenance of a labor force sufficient to deal satisfactorily with all contingencies versus a smaller (and more economical) force and hope for the best during rush periods

In juggling with these and other divergent factors, many estates are hampered by lack of capital. Money is not available to renovate, purchase new machinery and bring old factories up to the most modern standards. The manager will be struggling with beaten-up, outdated machinery and possibly with even more basic things, such as a floor in his rolling-room that is nothing but a dirt trap. Money for a new, clean floor may not be available, or the directorate in London may belong to the "grab-every-last-red-cent" persuasion, mentioned earlier.

So if the quality of the next tea you buy appears off-standard, don't necessarily blame the poor manager: the planter.

It *may* be his fault. But then again it may not.

New control panel for automatic filler

The Fillmaster-Conveyor Automatic Filler made by the Stuyvesant Engineering Co., Lyndhurst, N. J., is now equipped with a central control panel which enables the operator to control the entire machine from his operating position.

Without moving from this position, he can use the dial control to regulate hopper agitation and settling vibration.

New York, New England trade hears Vinnicombe report on goodwill tea mission

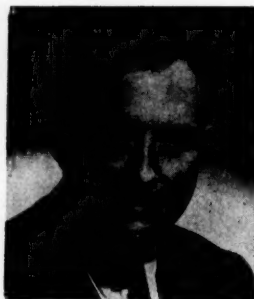
A report which held tea men spellbound was presented to two trade gatherings last month by Edward J. Vinnicombe, Jr., vice president of the Tea Association of the U.S.A.

Mr. Vinnicombe, who is with McCormick & Co., Inc., Baltimore, Md., told dinner meetings of The Tea Club in New York City and the New England Tea Trade Club in Boston about his goodwill mission to India, Ceylon and Indonesia on behalf of the United States industry. The mission paved the way for the formation of the new Tea Council.

"One of the best talks and best meeting yet!" is the way a leading New York City tea man summed up The Tea Club's meeting, held at the Antlers Restaurant. Nearly 100 members of the industry, many of them with their wives, were on hand.

The dinner meetings were arranged to hear Mr. Vinnicombe's report, originally scheduled to be delivered at the mid-year tea meeting. Mr. Vinnicombe was hospitalized at the time and unable to present his report then.

He gave the two gatherings a condensed version of the



Edward J. Vinnicombe, Jr.

one and a half hour talk he presented to the meetings of government officials, plantation and commercial leaders in India, Ceylon and Indonesia.

He also showed the charts he used in the producing countries.

The talk covered all phases of the tea industry in the United States, including its position in relation to competitive beverages and the advertising expenditures for each of the beverages, including tea, in proportion to volume of consumption.

Mr. Vinnicombe praised the American industry for its cooperation in making material available for the presentation. Packers, for example, turned over information on advertising budgets which they had never before revealed, he pointed out.

Mr. Vinnicombe indicated that as an individual member of the trade and as a Tea Association official he regretted that the industry here had not been fully informed sooner on what was taking place in the international negotiations. He said that in the future, as far as he was concerned, the trade would be completely informed on all developments.

Mr. Vinnicombe also showed color movies of tea growing and processing in India and Ceylon, including a glimpse of the new automatic plucker.

From the viewpoint of political developments in those countries, as they might affect the United States and the tea trade, Mr. Vinnicombe was optimistic.

At The Tea Club meeting in New York, Tea Association directors took advantage of the opportunity to present to Mr. Vinnicombe a gun case as a personal token of appreciation. In the absence of Tea Association President Sam Winokur, who was unable to attend, the gun case was

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presented to Mr. Vinnicombe by C. William Felton, a vice president of the organization.

Tea men at the New York meeting were enthusiastic about the event. Arrangements were handled by the officers of The Tea Club, Joe Diziki, Dominic Vaskas, William MacMelville and Oliver J. Conway. Edward Conran, of the Tea Examiner's office, brought in and operated the movie projector.

Guests included Toby Fleming, of the Galveston, Texas, plant of Thomas J. Lipton, Inc., who was in New York en route to London. Not quite in the guest category was Charles F. Hutchinson, first lifetime member of The Tea Club.

A proposal for a family picnic to be sponsored by The Tea Club was put before the meeting and brought an evenly split vote.

Tea men who like the idea of a New York trade picnic will undoubtedly be bringing the suggestion up again at a future meeting.

Tea trade mourns passing of John J. (Mike) Donohue

Members of the tea industry are mourning the passing of John J. Donohue, widely known as "Mike" Donohue in the trade.

Mr. Donohue, head of the tea department at Jardine Balfour Inc., leading New York City tea firm, succumbed to post-operative complications at the Flower Hospital.

He was 57.

With the Jardine organization for his entire career in tea, which began about 1917, Mr. Donohue was in the tea department through a number of changes.

When he joined the department, it was part of Jardine, Matheson & Co. From 1932 to 1949 the tea activities were run as agents by Balfour, Guthrie & Co., Ltd. On October 1st, 1949, Jardine, Balfour Inc., was formed.

Mr. Donohue served as assistant to J. H. Swenarton until Mr. Swenarton retired in April, 1949.

Mr. Donohue was a member of the Brewing Committee of the Tea Association of the U.S.A.

Filling in for Mr. Donohue at Jardine Balfour is Herbert Wolfertz, assistant department manager, who has been with the organization for 23 years.

A large attendance of members of the tea trade was at the Requiem Mass for Mr. Donohue at St. Patrick's R. C. Church, Brooklyn, N. Y.

Mr. Donohue is survived by his wife, two married daughters and a son.

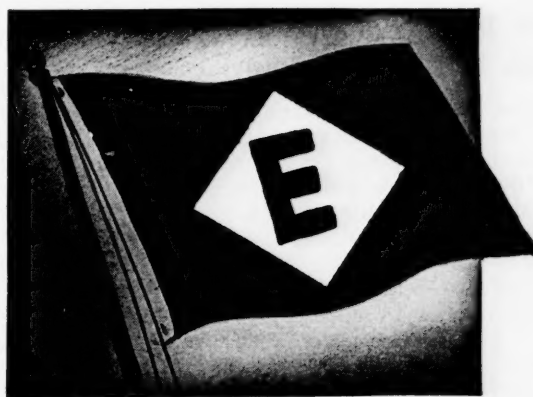
Brazil as a producer of tea

(Continued from page 42)

official of the São Paulo Department of Agriculture puts that agency's seal on them to avoid the kind of tampering that has happened with other products and resulted in damage to reputation and loss of markets.

After winning the domestic market, the tea from Registro began to achieve success as an export. It became known during the war, and after hostilities ended the demand continued. Now it is sent to Argentina, Chile, the Guianas, the United States, Sweden, Portugal, and Spain. During the war it found its way to Teheran, and what is more significant, made a victorious entry into England, which until recently dominated world tea markets.

MAY, 1953



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FLAVOR
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CAN HOLD!**




PRODUCTS OF STANDARD BRANDS INCORPORATED

New publicity projects back 1953 iced tea drive

This season's iced tea campaign by the Tea Council will get impetus from a host of new publicity projects, according to Fred Rosen, public relations consultant to the Council.

Highlights of the publicity program include:

An iced tea clippingsheet for the entire press. This includes about seven iced tea stories, with pictures.

An iced tea information kit. This has background stories and interesting facts, figures and tips.

An iced tea TV demonstration kit. This consists of a one-half pound package of tea, an iced tea pitcher, glasses, sugar, lemons, cookies, paper napkins, strainer, lemon juicer—and a series of script ideas for use on TV women's programs throughout the summer.

An iced tea TV film. This is a three-minute film on how to make iced tea, featuring Charles F. Hutchinson. It will be distributed free to every TV station in the U.S., for fill-in use, etc.

Cooperative tie-ins. About 30 food and other companies, to date, have already agreed to tie-in promotions, demonstrations, etc.

Mrs. Iced Tea for 1953. To stress family use of iced tea, a housewife will be selected for television and newspaper interviews.

A press party. This event for food editors and radio, TV, magazine, syndicate and trade writers, to be held in New York in June, will launch a series of new ideas on brewing and serving iced tea.

General newspaper releases. Exclusive stories and photo-

It's back to Greenbrier for 1953 tea convention

The Greenbrier, White Sulphur Springs, W. Va., site of some of the most successful conventions of the Tea Association of the U.S.A., has been chosen for the 1953 event.

The convention, which will include the association's 55th annual meeting, will take place September 27th-30th.

graphs will be worked out with 27 metropolitan newspapers on various iced tea themes.

Syndicate material. Individual, exclusive material, with and without pictures, will be made available to many syndicates.

Cartoons. "How to" cartoon features on iced tea will be distributed. These will be similar to the ones on hot tea already nationally distributed.

A new recipe and iced tea picture file. This will be a file of tips for serving iced tea, tea punches, foods that go with iced tea, plus 40 photographs now being shot—all based on specific newspaper and syndicate requirements. These pictures will form a basic iced tea file for future use.

Pinto named to Tea Association board

Edgar Pinto, vice president of the Salada Tea Co., Boston, has been named to the board of directors of the Tea Association of the U.S.A.

He fills the vacancy left by the death of Herbert C. Claridge.



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Claridge death called great loss to U. S. tea industry

The death of Herbert C. Claridge, reported here last month in a last minute bulletin, is a great loss to the tea industry in this country, trade leaders declared.

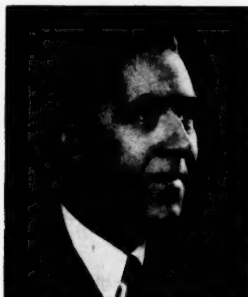
Mr. Claridge, assistant vice president of the Salada Tea Co., Boston, succumbed to post-operative complications after suffering a brain hemorrhage. He was 56.

Mr. Claridge was born and educated in England. With the Salada Tea Co. for 41 years, he started with the firm in London as an office boy and gradually worked up to the position of head tea buyer.

In 1926 he was transferred to Salada's Boston headquarters as advertising manager, later becoming assistant vice president.

Well known throughout the tea trade, both in this country and abroad, he served the industry in many official capacities. He was a past president and a director of the Tea Association of the U.S.A., a director of the Tea Council, and held membership in many other business, civic and fraternal organizations.

Mr. Claridge's sudden passing is a loss to the tea trade measured not only in bonds of friendship but in his con-



Herbert C. Claridge

tribution of knowledge, vision and untiring energy.

He is survived by his wife, two sons and three daughters.

Top U. S. government officials meet with tea leaders

The pattern of direct partnership of producing countries with the United States trade to promote consumption of tea, as set up in the new Tea Council, might well be used for other commodities.

With this in mind, top Washington officials met with representatives of the America tea trade on May 12th for briefings on how the Council works.

On the tea delegation were Robert B. Smallwood, chairman of the Council, Samuel Winokur, president of the Tea Association of the U.S.A., and Anthony Hyde, executive director of the Council. They were accompanied by Fred Rosen, Council public relations consultant.

One briefing session, at the Office of International Trade of the Department of Commerce, was attended by 30 high-ranking officials of the department, along with commodity buyers from the Department of Defense, representatives of the Department of Agriculture and executives of other departments concerned with international trade.

A second session was held at the Department of State for top officials in that field.

In a third session, at the Senate Office Building, the tea men explained the Council set-up to members of the Senate Foreign Relations Committee.

During the day a luncheon was tendered at the Indian embassy. Present were diplomatic representatives of India, Ceylon and Indonesia.

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Japanese Tea Exporters'

Association organized

gets government approval

The Japanese Tea Exporters' Association came into being recently, when the government approved establishment of the organization.

The new association represents tea exporters in Shizuoka, Tokyo, Yokohama, Kobe, Osaka, Kyoto, Nagoya, Kyushu and elsewhere in Japan.

Government approval came March 30th from the Minister of International Trade and Industry.

The association was set up in keeping with the Export Trading Law enacted by Japan last September. The law, "by preventing unfair export trading and by establishing the export trading order, aims to promote the sound development of export trade."

Headquarters of the association, which has 76 members, is at 82-1 Kitabanchō, Shizuoka, Japan. A branch office is located in Tokyo.

S. Kawamura, of the Shizuoka Tea Trading Co., is president. Named vice presidents were R. Iguchi, of the Tokyo Trading Co., and G. Aono, of the Tea Export Industrial Co.



S. Saigo

The managing director is S. Saigo, of the Shizuoka-Ken Export Tea Association.

The directors include S. Oishi, Oishi Bussan Co.; M. Akino, Fuji Co.; K. Yuhara, Japan Black Tea Co.; T. Shibata, Japan Green Tea Co.; J. Nozaki, Nozaki Co.; Y. Akagane, Iwai & Co.; T. Morita, tea producer; S. Oishi, producer; C. Kato, producer; M. Wakabayashi, producer; and Y. Nakamura, producer.

Treasurers of the association are H. Chikaraishi, Tokyo Shokuhin Co.; Y. Takeda, tea refiner; and S. Yoshikawa, refiner.

Named advisers to the organization were Paul D. Ahrens, Irwin-Harrisons-Whitney, Inc.; Walter Hellyer, Hellyer & Co.; K. Ikeda, Japan Tea Buying Agency; I. I. Hazan, Isaac I. Hazan Co.; S. Mitsuhashi, former president of the Japan Central Tea Association; K. Sasano, refiner; and R. Yamamoto, doctor of agriculture.

E. T. C. Holmes to visit U. S.

Canadian tea industry

E. T. C. Holmes, representative of Balmer Lawrie & Co., Ltd., Calcutta, is visiting the tea trade in the United States this month.

He left England May 2nd for Toronto. From there he was planning to travel to Vancouver, San Francisco and New York, where he is scheduled to arrive on May 30th.

In New York Mr. Holmes will make his headquarters with George C. Cholwell & Co., Inc., agents for Balmer Lawrie & Co., Ltd.

He plans to leave for London on June 20th.

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package weighing equipment

By ARTHUR SANDERS, Executive Secretary
National Association of Scale Manufacturers

This article, on the pivotal importance of weighing equipment to packaged-product industries, is from a report to the recent annual meeting of the National Scale Men's Association.

Prepackaging before retail sale has made possible the application of mass production to the process of preparing products for distribution. There can be little doubt that such mass production has made possible the saving of time and costs and has thereby contributed substantially to the higher standard of living we enjoy.

Progress of any kind almost always brings new problems, and this has been true of the progress made in the packaging field. The basic common law of this land and the more specific Federal and state statutes on weights and measures require that the seller must give up to the buyer the full quantity he offers. In other words, there shall be no misrepresentation.

Basically, weights and measures laws are that simple, but the entire field becomes more complicated when we apply this simple premise to modern industrial and commercial processes.

One of the serious problems of modern-day packaging is avoiding underweight. Underweight is not only a violation of the law, it is unethical. To give less than the correct weight might be extremely embarrassing to the seller and costly to the valued goodwill of the packager. Just as important to industry is it to avoid giving excess overweight. Any company worth its salt, large or small, is in business to earn a profit.

On this matter of profit, the transition from the relatively small number of large packages put up in the cracker barrel days to the billions of small retail packages put up today, has made the packagers seriously vulnerable from the standpoint of small overweights, as well as underweights. A small overweight per unit on a mass production line in packaging can eliminate profit possibilities, and literally the company might give away the assets of the business.

Weights and measures people are not unaware of the great change in the methods of marketing products, and while the inspection coverage of the products on the retail and wholesale shelves is not nearly complete, there is much

evidence to show that enforcement of package weight laws is being expanded. Weights and measures people are expected to condemn packages for serious overweight as well as for serious underweight. However, since the general understanding among inspectors of weight is that their responsibility is to the consuming public, it is not so strange that relatively few packages are condemned for overweight. Most of the package rejections are for underweight. And, even though a weights and measures inspector should notify a packager of overweight, it is doubtful if the packager would want to pull those packages for re-processing.

On the matter of underweights, I recently had occasion to review a new regulation on package weights in a state which has up-to-date weights and measures regulations. The requirement there is probably in line with the general package weight laws, and it provides that if the average actual weight of a representative sample of a particular lot of packages is underweight more than one per cent, the lot must be re-conditioned, reweighed and properly marked.

A condemned lot of packaged commodities is a serious matter to all of the parties involved in the pipeline of distribution. No matter how the repackaging or remarking of the net weight is accomplished, the packager will certainly lose face and goodwill with the retailers and the wholesalers who are put to this inconvenience and expense. The remarked net weight on an old package is an open slam on the good name of the producer whose name appears on the package.

Who would say that the weights and measures authorities are wrong in requiring the package to contain the net weight as marked. Actually, in the opinion of consumers, the inspectors are most reasonable in allowing to sellers even a one per cent tolerance or error in deficiency. One per cent might sound fairly large, but remember, it is only 16/100 of an ounce on a one pound package; 8/10 of an ounce on five pounds; four ounces on 25 pounds and one pound on a 100 pound unit.

Recently, Hudson Wright, Sealer of Weights and Measures in Wayne County, New York, in a published article said he found 81 scales incorrect and that the actual value of the losses from inaccuracies on these scales came to \$543,000 a year, or \$6,700 a scale. These particular scales were in use in production line packaging operations, and the scale in each instance was either taking the profit of the producer or was shortchanging the purchaser.

The cost of new scales or the cost of servicing existing scales is insignificant when compared with the operations they perform. Not alone does a good scale provide the owner with the weight determinations which he was seeking when he first acquired it, but it provides him with that protection which is so necessary for his business—protecting his profits and his goodwill.

Too often critically important scales are not adequately serviced, and there is evidence that scale people are too ready to talk price when they should stress the real value of sound and complete maintenance. The scale owner needs assurance that his equipment not only makes his weight determinations, but is giving him the protection he

(Continued on page 75)

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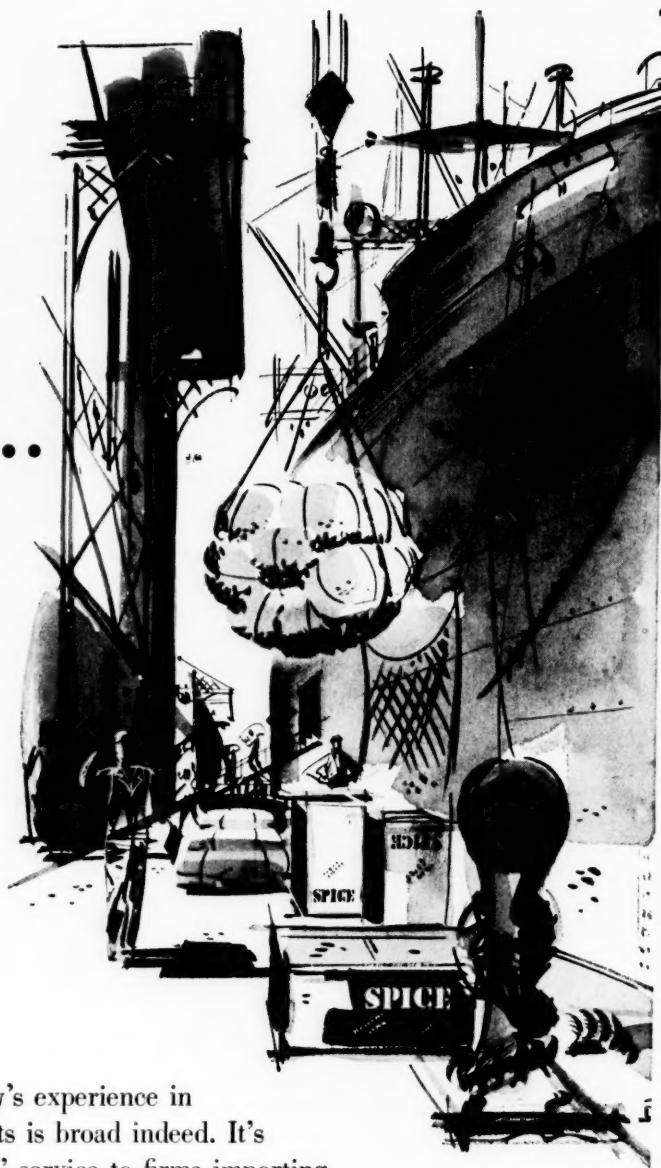
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THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

Spice men to review promotion, research at Bedford Springs convention

Plans to enlarge the spice market in the United States, further development of the spice research program, and government regulations affecting spices will be reviewed by United States spice men and friends from allied trades at the 1953 convention of the American Spice Trade Association, May 31st-June 4th, Bedford Springs Hotel, Bedford, Pa.

Following the pattern of last year, ASTA is arranging to get the most out of business session time, while allowing ample leeway for sports and social events.

Committee reports, instead of being read at the convention, are sent out beforehand to all members. This not only saves convention hours but also allows time for "mental digestion." When the reports are discussed at the business sessions, opinions are considered and constructive, instead of being off-the-cuff.

Spice men will be arriving as early as Friday and Saturday at the Bedford Springs Hotel, a "spa" highly fashionable in the post Civil War days and comfortably modernized now.

First scheduled event of the convention is the reception on Sunday at 6 p.m., to be tendered to the gathering by ASTA's board of directors.

Business sessions begin Monday morning with section meetings. When these adjourn later that morning, the grinders will take the field against the dealers and brokers in the annual softball tournament.

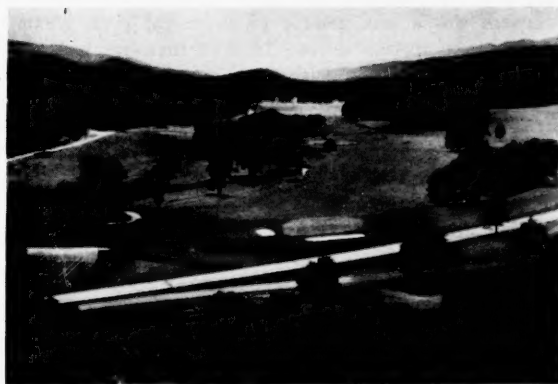
At noon, in the pattern to be followed throughout the convention, a "hospitality" period in the ballroom will precede lunch.

On Monday the lunch will be buffet style at the golf club house. Immediately after, the golf tournament will get underway. The ladies will take part in a distaff program of sports events.

ASTA's convention committees

Behind the Bedford Springs, Pa., convention of the American Spice Trade Association is work over many months by the organization staff and these committee members:

Gerry Leonard, chairman; E. Balint, prizes; Thomas F. Burns, hospitality; Michael F. Corio, entertainment; Kenneth G. Frazer, transportation; Albert E. Keogler, general sports; William J. Martin, golf and prizes; Mrs. John J. Frank, food; Mrs. William L. MacMillan, prizes and hospitality; Mrs. Robert F. Sayia, ladies activities.



On this course ASTA conventioners will try golfing skill.

Winding up the day will be a barn dance. This barn dance will really be in a barn, on the grounds of the Bedford Springs Hotel. Snacks will be available at midnight to the "do-si-doers."

Tuesday will begin with a color movie, "Newfoundland Scene." At 9:30 the 47th annual meeting of the association will come to order, for discussion of by-laws, amendments, committee reports and contract amendments.

A highlight of this meeting will be an address by F. K. Killingsworth, acting chief of the New York district of the Food and Drug Administration.

Sports events will be continued during the afternoon, with an outdoor barbecue in the evening, if weather permits, an informal dinner otherwise.

At 9:00 p.m. the entertainment committee will reveal something called "The Giftie." From the people preparing it come no hints as to the nature of the event. Spice people who were at last year's convention, when another surprise was unveiled, will be looking forward to seeing "The Giftie"—whatever it is.

Dancing on the lawn or in the ballroom will round out the evening.

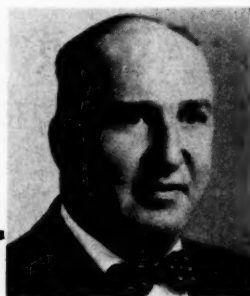
Wednesday morning movies of past ASTA conventions, always popular with spice people, will be shown.

The annual meeting will be reconvened to continue discussion on contract amendments, if necessary; to consider new business; and to elect officers for the coming year.

During the afternoon any sports tournaments which

(Continued on page 75)

from the Poconos to the Alleghenies



By JOHN J. FRANK, President
American Spice Trade Association

The spice year that began on the banks of the Delaware last May has been one of steady expansion and progress.

Born in the meetings and good times at Shawnee-On-Delaware was a firm resolve to strive for even greater member participation during 1952-53 than we had previously in our active association. This, it was felt, would provide the base and drive for the ambitious projects on our agenda.

We began by opening our appointed committees, ten in number, to any member genuinely interested in serving. The response to this move was gratifying. Almost all of the committees were enlarged and have since benefited from the participation of members whose reticence had been hiding their real spirit.

The next move in the direction of increasing interest was to step up the number and frequency of committee reports. Quarterly financial reports were started for the first time in the association's history, as was a mid-year, overall activities report by the president. The various committees were urged to publicize their activities among the membership. Our principle was one that has proved extremely successful in business: "An informed organization is a willing organization."

All of this has been augmenting the yeoman work of Executive Secretary Ernie Winter's weekly "Spice Letter." With his own lively style and inimitable humor, Mr. Winter has continued to build readership for the association's news and affairs. As a part of the overall information drive this year, he has started illustrating the newsletter with reproductions of publicity placements and association events. His efforts are the backbone of our "greater participation" campaign.

Naturally, this program still has plenty of problems to be ironed out. But, from all indications, the effort will be well worth it. This is a large organization and one that stretches across the globe. For this reason, it is not easy to keep all of the members aware of the problems being faced and the work being accomplished. But, by the same token, our size can give us strength if used to the utmost. That is the job of internal publicity—to generate the interest that in turn will generate greater efforts.

We have already begun to see the value of these efforts. Heartwarming applause, in the form of letters from many members, has registered sincere approval of the program. Several admitted astonishment at the accomplishments being made by their association. Others offered to pitch in more actively.

Greater spirit has been in evidence in our promotional activities, particularly those that are new this year. The Standard Spice Terminology project, first in the history

of this ancient trade, provides a good example. In order to accomplish anything as broad as standardizing the labeling and terms for 50 odd spices, the closest type of cooperation was needed from every grinder member of the association. Our publicity committee is currently informing editors, authors, home economists and homemakers that from now on the terms for spices will not vary with the brands. Ground cloves will always be labelled "ground cloves" never "powdered cloves," or "clove powder," or what have you. When complete, this project will insure the homemaker that the labels in the store will read exactly like the recipes in her newspaper or cookbook, and vice versa.

The same spirit was shown in the response to our travelling convention exhibit, the first such project we have attempted. The cooperation and energy of Chicago members made this such a success at the American Meat Institute convention that it was decided to send the booth to the Western States Meat Packers convention in San Francisco and to bring it to New York for the annual spice dinner.

May 28th will find members of the spice trade and their wives gathered for another business and pleasure convention. This time the scene will be historic Bedford Springs, Pa., in the towering Alleghenies. If the occasion proves as thoroughly enjoyable and profitable as last year's, the trade will indeed be fortunate. And I am sure it will!

Canadian mustard crop at all time high

Canadian commercial mustard seed production in 1952 is reported to have reached an all-time high of 12,250 short tons, from approximately 50,000 acres, as compared with the previous high in 1951 of 11,500 tons from about the same acreage, according to William L. Rodman, assistant agricultural attache, American Embassy, Ottawa.

Average yields in 1952 increased to nearly 490 pounds per acre the previous year.

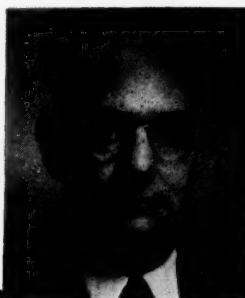
The United States is the traditional market for Canadian mustard seed. Exports during the calendar year of 1952 totaled nearly 10,500 tons. During the 1951-52 crop year (August-July) 11,150 tons were exported, chiefly to the United States. There was no carry-over of stocks into the new crop year.

Shipments of mustard seed during the August-December period of the 1952-53 crop year have totaled approximately 7,000 tons.

As Canadian consumption of mustard seed is usually about 1,000 tons, it is estimated that Canada will have an additional 4,000 tons available for export during the January-July period.

spice trends

By MICHAEL F. CORIO,



in India

M. Rothschild & Co., Inc.

This article has special point. Mr. Corio has just returned from a three-month tour of Southeast Asia. These comments, therefore, are based on firsthand—and recent—observation.

One of the most difficult things to get when touring the producing areas in the Far East is reliable information on production of agricultural products. Specifically on black pepper, there is no agency in India such as our United States Department of Agriculture, which is recognized as a trustworthy source of information. It then becomes a matter of being too close to the trees to see the forest, and despite best efforts all around, it is very often more confusing to visit producing areas than to remain at home and digest information from all parts of the world.

Production of black pepper in India is done in a manner probably unchanged for centuries. To the best of the writer's knowledge, there really are no large individual producers. It was variously estimated by dealers on the spot that between 80 and 90 per cent of the entire crop is grown and marketed by small individuals whose annual production probably would not exceed 1,000 pounds.

One fact, however, which was evident throughout the growing areas, was the remarkable ability of these small producers to keep themselves well informed of market developments throughout the world. Market quotes from the consuming centers of the world are flashed throughout the country in regular radio broadcasts during the day, originating with the internationally known news services. This set-up leads to a tendency on the part of producers to act cohesively with regard to the liquidation of their stocks.

Because of the stability of a product like black pepper, it lends itself very well to a storage without deterioration, and everywhere this writer traveled in the producing areas, the small growers were found to be holding some stocks of pepper in much the same way a typical American family would try to accumulate savings on investments in property insurance. It is impossible to estimate how much pepper is stored in a country like India under these circumstances. But it is apparent the amount would be considerable.

This quantity of pepper, which could conceivably be thrown into the market at any given time, is a very important factor in our business. It would seem unlikely that it would be liquidated *en masse*, as it is being held by these small producers for a "rainy day." Apparently as the new crop is harvested each year, some of the pepper

which has been held is liquidated, so that the holder does not lose excessively due to moisture evaporation, and also so that the quality does not deteriorate due to moldiness, etc.

One other interesting development observed in the producing areas is the obvious increase in plantings. Pepper plants are set out at the base of trees around the farm house, and are permitted to grow up the trunks of the trees in much the same way poison ivy grows on trees in our countryside.

There is an erroneous opinion that acreage available for pepper in India is limited. In the words of one of the writer's friends in that country, "There can be as many vines as there are trees, and we have a lot of trees here." Seriously, the evidence of new plantings would indicate that we can anticipate continuous increases in the production of pepper in India.

The Indian government has been collecting a modest excise tax on all pepper transactions in India for several years, and it was originally planned that the receipts from these taxes would be used for study and development of better producing and marketing techniques. It was estimated in January of this year that the receipts from this excise tax for pepper alone amounts to an equivalent of \$100,000 a year.

During the first three months of 1953, a government appointed commission in India toured the producing and marketing areas, studying the spice industry, particularly black pepper, preparatory to working out recommendations. The writer has not had an opportunity to see any final reports submitted by this commission. However, based on frequent press articles in India during his visit there, several important developments to the pepper industry seem to be uppermost in the commission's mind.

Firstly, there is a considerable amount of talk about a recommendation that the Indian government take over the marketing of pepper as a state-operated enterprise, perhaps patterned along the lines of the nutmeg and mace business in Grenada.

There was also considerable talk about the establishment of an experimental station, where better growing techniques could be developed, particularly in the use of commercial fertilizers.

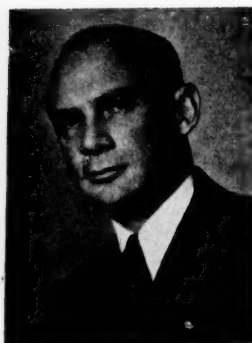
Considerable thought was being given to better handling of pepper to avoid the causes of detention which plagued the business last year.

Summing up trends in the Indian pepper business, the following facts can be considered:

First of all, production of pepper in India is definitely

(Continued on page 68)

what to know about Batavia cassias



By DR. KARL H. LANDES, President
Karl H. Landes & E. Balint, Inc.

One of the world's top ranking spices for sweetening and flavoring is cassia. This spice, consumed in enormous quantities all over the globe, is one of the top-ranking sellers in the spice trade.

Consumption of various cassias in this country in 1942, when the population of the United States was approximately 142,000,000, was estimated to be about 9,000,000 pounds a year.

Since then, the population has increased to 158,000,000, according to the latest figure. Therefore, it is safe to assume that consumption of cassias has increased proportionately.

Out of the 10,000,000 pounds of cassia imported into the United States, approximately 70 per cent was supplied by China in the Honan, Kwangsi and selected lower grades. China gave us the bulk of our imports. Approximately 20 to 25 per cent was imported from Saigon. A few hundred thousand pounds were imported from Batavia, to complete the picture.

Worldwide developments and the Korean conflict, with the Chinese intervention, forced new regulations upon us. The Foreign Assets Control Commission forbade the import of any cassia which originates in red-controlled China. Therefore, the industry was faced with a tremendous problem—how to substitute for the 8,000,000 pounds of various China grades. This is the reason why the so-called Batavia and Korintji cassias came to such prominence in the past year.

In this article we would like to deal with Batavia cassia and its first cousin, botanically speaking, Korintji cassia.

There seems to be some doubt as to exactly where Batavia cassia belongs in the botanical family. It is probably derived from the *Cinnamomum Burmanni* Blume. There is no question that the bark of the tree has identically the same characteristics as the China cassia tree. However, due to soil conditions, geographic location and evolution, the tree which produces Batavia cassia has taken on ingredients which make it different in character from, even though so close in flavor to, Chinese cassia.

Batavia cassia, *Cassia Vera* and Pedang cassia are one and the same, recognized under the common name of Batavia cassia.

The largest production of Batavia cassia is on the island of Sumatra. The hilly mountainside on the west side of Sumatra is the greatest source. The island of Java also produces this variety.

Farmers in this region gather Batavia cassia all year 'round, but the main collecting season is from October to

February, when weather conditions permit the farmers to climb the mountainside and cut the cassia tree.

To collect the bark, the farmers cut the tree down to about four or five inches above the ground, leaving the roots in the earth. Then they run a sharp knife along the trunk and branches and gradually loosen the bark. The striped bark is spread out in the open, and while it is in a semi-soaked state, the outside skin is pulled off the bark, or scraped away entirely. In many respects, methods of cassia collection here are the same as in China.

The color of Batavia cassia is reddish brown to light brown. The thinner the bark, the lighter the color. The bark varies in thickness from 1/30th of an inch to 1/16th, and it comes in various lengths.

Our trade recognizes the "A," "B," and "C" varieties. "A" usually is 1/16th of an inch in thickness and from 16 to 22 inches long. "B" is usually called "shortstick," and is from 8 to 12 inches long. "C" is "broken quills," consisting of cuttings and the ends of the branches.

There is also the "AA" quality, which is a thin quill from two year old cassia trees. The bark is comparatively thin, only 1/30th of an inch thick. Completely smooth, it is used in this country mostly for cutting purposes. It is sold as "stick cinnamon" and it is cut in three to four inch lengths.

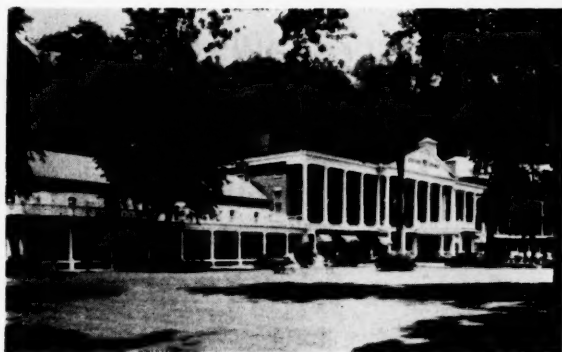
The appearance of the bark, completely smooth, is one of the sure signs in recognizing Batavia cassia. It is, generally speaking, a much harder and tougher bark than the Chinese. It will not break as easily as the Chinese variety and has much more springiness.

As for chemical analysis, the writer can only cite his own experiences with Batavia cassia. He has taken samples from the past two year's arrivals, shipped direct from Pedang and Batavia.

Quality "A": The bark is thick, smooth and very tough to break. Unfortunately, it is never completely clean on the inside. There are always some webbings or insect paticles found in longstick Batavia, and therefore it is very seldom that a shipment of this sort would pass examination by the Federal Security Agency. The merchandise has to be cut, sifted and air-blown in order to meet the standards.

The volatile oil contents of an "A" cassia is 1.2 to 1.6%. Very seldom have I run a test where the volatile oil, by the modified Clevinger method, has run as high as 2%. The average, I would say, for the good quality "A" would be about 1.5%. The refractive index on the steam distilled oil is 1.5670 to 1.5780. The cinnamic aldehyde

(Continued on page 69)



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American Spice Trade Association

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Carolina Red Pepper

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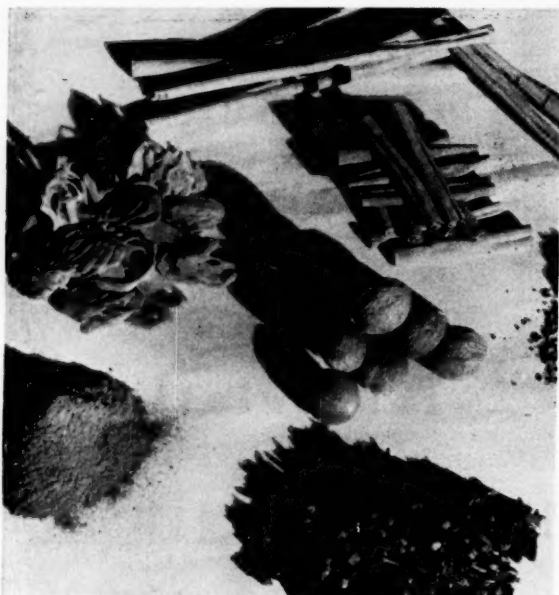
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Clockwise from left: ground nutmeg, whole mace, cinnamon sticks, Foreground, cloves, Center, whole nutmegs.

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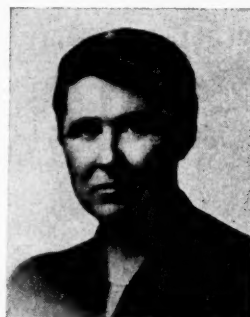
120 WALL STREET, NEW YORK 5, N. Y.

Native New Englanders now trying well seasoned foods brought in by Europeans

By ROXANNA SMILEY BEEBE-CENTER, President
Stickney & Poor Spice Co.

New England in 1953 continues to be dominated by three spice companies, all members of the American Spice Trade Association. These three companies together repre-

sent 296 years in the spice business. One of these, indeed, has been in business since "Mr. Madison's War," and is America's oldest spice miller.



Topographically, New England is a little neck of the woods, more or less isolated, but from time to time it finds itself the happy hunting ground for spice companies from other parts of our country. One might

term these firms optimistic youngsters. Why this interest which at times must be unrewarding, I can only surmise. New Englanders are so very set in their ways that it is difficult, if not impossible, to change those ways. When a change does take place it is apt to be a very slow and gradual process.

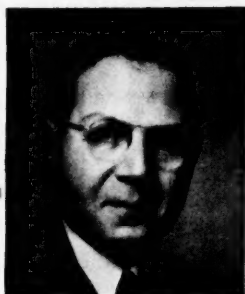
Compared with other parts of the United States, New Englanders have generally had the reputation of liking rather bland foods, and this despite their heritage as the cradle of the spice trade in the New World. Three onions will do the seasoning job that three bags of onions do elsewhere. As for spice, the main one is, and always has been black pepper, and that is used sparingly. Red pepper and crushed red pepper, so popular in the South and Southwest, is almost unknown among native New Englanders.

Fortunately for the spice industry today, we do have various European peoples in our population, and these appreciate good food and well-seasoned food. From them originally came the demand for various spices and herbs, similar to what was available in their homelands. Gradually restaurants were established which specialized in the foods of different countries.

The native New Englander, either from a spirit of adventure or by chance, is trying these specialties and likes them. As his horizons broaden with travel, so do his tastes. Manufacture of food products and the encouragement of trade with the rest of the world are bringing nowadays to Mrs. Consumer's home those dishes previously encountered only in magazines or used by the few. In her endeavor to reproduce the, or to add a "distinctive taste," she seeks new recipes.

The high cost of living these past years has contributed in no small way to the need for embellishing the cheaper foods with what previously were untried spices and herbs, and this development, though slow, is definitely showing itself in homemaker purchases in supermarkets, especially by the younger housewives.

the pepper picture



By EDWARD B. POLAK,
President
Polak Trading Co., Inc.

"As Maine goes, so goes the nation," may be applicable to the political trend in this country, but the parallel would never do for pepper. That article, more often than not, moves against the market trend of the major commodities—in short, does the unexpected. This creates a certain fascination for those who are engaged—at all hours of the day and night—in its purchase and sale, and may explain why it has attracted an unusually large amount of capital, talent and brains, which could readily find profitable employment elsewhere, and for which the spice trade should be grateful.

In our modern and highly developed technical operation of commodity markets, geared to reflect instantaneously any development here or abroad, statistics are a necessary adjunct. We complain when they are not available or when they are unreliable. Therefore, when a market moves contrary to the sum total of available statistics, one immediately suspects manipulation.

That is exactly what happened in pepper. From the end of January until the end of March, the market advanced about 40 per cent, from \$1.10 to \$1.55 per pound on what appeared to be concerted buying in the face of a supply position which seemed ample.

Of course, international political developments greatly assisted the bulls, i.e., first the announcement by President Eisenhower ending the Seventh Fleet's quarantine of Formosa, followed by his "state of the Union" message. India seems to be particularly sensitive to announcements of this nature. Conversely, any opposite developments, such as the recent major foreign policy address of President Eisenhower, has a much more pronounced effect in India than here, and undoubtedly contributed to the subsequent reaction of about 20 cents per pound.

At any rate, it must be borne in mind that no concerted effort to advance the market could have succeeded without the active assistance of the Indian growers, who control the first half of the age old law of "supply and demand." Pepper withheld by Indian growers can hardly be ground by our grinders!

Although the supply position has not changed materially, since I wrote my previous review ("Trends in pepper," page 55, February issue of *Coffee & Tea Industries*) it may be of interest to analyze how these supplies are held in relation to the time element of their availability to consumers.

Imports into the U.S.A. of black and white pepper combined, during January-February, 1953, amounted to 6,021,512 pounds, compared with 3,614,992 in 1952. Estimated imports during March, 1953, on the basis of available import manifests amounted to 2,385,420 pounds, making a total for January-March, 1953, of 8,406,932 pounds, com-

pared with 5,902,636 pounds during January-March, 1952. The difference of 2,504,206 pounds was shipped mostly by Indonesia and Malaya.

Total shipments from India to the world during December, 1952-March, 1953, amounted to 5,491 tons, of which the U. S. A. received 3,684 tons, compared with 6,295 tons and 3,546 tons respectively, during the same period of 1952.

Estimating the carryover in India on December 1st, 1952, at a minimum of 2,000 tons, the 1952-53 crop at 18,000 to 20,000 tons, and home consumption at 6,000 tons, we arrive at an exportable surplus of 14,000 to 16,000 tons, of which about 5,500 tons have been exported, leaving a balance on April 1st, 1953, of 8,500 to 10,500 tons. The disposal of this quantity, or as large a portion thereof as possible, must take place before December 1st, 1953, when the next crop will be harvested.

Total shipments from Indonesia to all destinations, black and white combined, during 1952 amounted to 6,976 tons, compared with 3,284 tons in 1951. Just to refresh one's memory, the annual prewar average (1936-1941) when pepper prices ranged between 7 cents and 3 cents per pound, amounted to 52,110 tons.

The Sarawak crop, black and white combined, is estimated at 5,000 tons. The sale of this crop has already started in small quantities, but sales will accelerate in May for shipment commencing in July. The 1953 Lampung black pepper crop is estimated at 5,000 tons, possibly slightly larger. Part of this is expected to be harvested as a forecrop during May-July, about 1,200 tons. The Muntok white pepper crop is estimated at 1,500 tons, compared to 1,000 tons in 1952. Total carryover in Sarawak and Indonesia amounted to 2,800 tons.

From the foregoing emerge some questions, and I suggest a gaze into the crystal ball to find the answers.

1. Total world production and carryover during 1953 is expected to be larger than in 1952, and the immediate question arises as to whether consumption will increase sufficiently to absorb the increase in supplies.

2. India will encounter greater competition in marketing her crop from May onward. The market has declined about 20 cents from its peak on March 30th. Will Indian growers repeat their performance of last year by sitting back and allowing Sarawak and Indonesia to sell the major portion of their crops at heavy discounts? Or will they compete actively with these countries in an effort to market the balance of their crop? Should the former take place, and as a result May and June shipments of Malabar be small, a temporary tightening of the New York spot position during June-July could develop.

(Continued on page 69)

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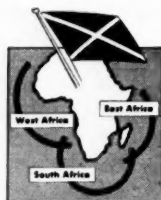
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American spice trade vital to Dutch exporters of poppy, caraway seeds

By A. A. POORTMAN, President
Vereeniging van Nederlandsche
Exporteurs van Granen, Zaden
en Peulvruchten

Last year the writer had the privilege to attend the convention of the American Spice Trade Association at Shawnee-on-the-Delaware, and therefore he can make for himself a clear picture of what this yearly occurrence means to the members.



The friendly relation between our Dutch association and ASTA goes back as far as 1934, and we can state as fact that the close cooperation has led to a much better understanding of our mutual problems in our import and export trade.

One of our endeavors has been to have a share in your financing of the publicity campaign, to increase the use of spices and spice seeds.

I remember very well the talks I had on this subject with M. L. van Norden for the first time in 1934. He induced me to cooperate with your association and to discuss the financing difficulties with the Dutch government.

Although the spice trade is a very important one all over the world, in reality it is rather a small number managing the international trade. Personal acquaintances help to overbridge difficulties, and when I estimate that the total Dutch export of our seeds to your country is done by about 20 exporters, I think I am rather optimistic. However, these Dutch exporters are all personal and friendly acquaintances of your member-importers.

The American market is of the utmost importance for the export of our seeds, which is clearly illustrated by the accompanying following statistical figures.

	Caraway Seed	Blue Poppy Seed
Season 1947-1948. (Aug. 1st-July 31st)		
Total export	75,100 bags	60,000 bags
To U.S.A.	39,250 bags (52%)	35,745 bags (60%)
Season 1948-1949		
Total export	86,033 bags	58,210 bags
To U.S.A.	39,370 bags (45%)	32,456 bags (56%)
Season 1949-1950		
Total export	82,952 bags	64,128 bags
To U.S.A.	49,474 bags (60%)	30,842 bags (48%)
Season 1950-1951		
Total export	77,756 bags	50,860 bags
To U.S.A.	40,940 bags (52.6%)	31,070 bags (61%)
Season 1951-1952		
Total export	100,435 bags	51,584 bags
To U.S.A.	57,628 bags (57.4%)	22,632 bags (44%)

I do not intend to give further details about stocks, prospects of the new crop, etc., being convinced that all this statistical material is given not only by the officials but also through the usual individual channels.

I now herewith express my best wishes to all of you and my hope that this year's ASTA convention will be the most successful ever held.

herbs... and the spice market

By GEORGE H. MANGRAVITE, President
Twin Trees Gardens, Inc.



In the past 20 years we have noted unusual changes in eating habits in the American home. With these changes a demand has been made for a greater variety of spices. A resurgence in kitchen herbs became apparent as the evolution began to take shape.

In most respects these changes have been aptly met by the trade. Individual houses sought to meet the changes by specialization. As a trade, through the American Spice Trade Association, various committees sought to foster public demand as changes and trends made themselves apparent.

With all this work done over the years, earnestly labored at, I am of the opinion nonetheless that the trade has not entirely caught up to problems posed by the change of eating habits, or has evolved a public relations program to meet what appears to be a stationary opinion of spices by the consuming public. The result has been that the industry has not fully exploited the large consumer potential the nation offers the spice trade.

Despite the combined efforts made to widen the consumer market, we are still far short of the real goal. The fact remains that of over 50,000,000 homes in America, the greater percentage have not yet progressed beyond the salt and pepper stage. In making a fair estimate of the spice palate of the average American home, you find that the volume yet untapped staggers the imagination.

To pose this question with optimism, it is a true and real dream to visualize these millions of daily eaters as users of spices and herbs. We must therefore realistically admit that there is much more to be done to awaken the homemaker to better-seasoned meals.

The emphasis which Twin Trees Gardens have placed on herbs in the 16 years of their participation in the spice trade, later joined by others in specialization in herbs, has added to the spice trade a segment which aided in lending greater variety to meet in part the changing eating habits. There is no reason to suspect that this did not help to arouse greater public interest in spices in general, and is presently having positive and cumulative results in widening the consumer market.

However, this has not been enough to awaken the dormant potential. There are deep fundamental reasons why this untouched market continues to evade us.

I have come to know from experience gained in my business that the homemaker has been beset over many years by two perplexing hoaxes, with which to date the spice trade has not yet come to grips. One is the notion that spices in the human diet are detrimental to good health and taboo for the ill, regardless of the type of sickness. The other notion is that one must be an expert to use herbs in the kitchen, knowing precisely which herb must go into which pot.

From hundreds of letters received from homemakers, I cannot think of any other two reasons which have done more to arrest and stultify the wider use of spices and herbs in America.

In the first instance stated, the medical profession over the years has helped and abetted this entirely wrong impression in the minds of homemakers. This, in spite of the fact that there is no scientific evidence either way to support the belief that spices are injurious to good health. Neither is there any scientific evidence that spices are harmful in various types of illness.

How far from the truth is this notion is verified by the fact that from research undertaken quite recently by the spice trade, our good friends, the doctors, have altered their views on spices. Spices are now approved by the medical profession in salt free diets for cardiac and circulatory patients, also in diets for the obese.

In view of this, it appears quite appropriate at this time that the spice trade needs to look more closely at what should be done to obtain a true bill from the medical profession. Perhaps the idea is not entirely amiss to have "spice detail men" getting factual information to the doctors, in order to arrive at a better understanding of spices in the human diet.

In the second instance noted, entirely too many herb experts have counselled homemakers also to become "professional herb experts."

I can affirm that we have won over hundreds of homemakers to the discovery of herbs by this simple and better advice: "Choose herbs to appeal to your own taste, use them in the same way in the kitchen." I am certain that the homemakers who have followed this advice are happier and have enjoyed more palatable meals.

Without disregarding basic tenets of use, spices and surely herbs should be recommended to be used in accordance with appeal to the individual palate. What is one man's meat is another's poison. Our advice to take the experts with a grain of salt and let the homemaker use her head and palate has resulted in Twin Trees Gardens increased sales every year of its existence.

I firmly believe that the present tradewide need to widen the consumer field should be pointed toward producing scientific data to refute the allegation that it is wrong to use spices for fear of dire health consequences. I believe, too, that the trade needs to re-orient its method of giving homemakers advice on how to use spices and herbs. In this regard, there is nothing better than the simplest approach: "If you like the flavor and taste, use it, and throw the book away."

Despite these impediments, the wider use of herbs in the kitchen is assured. Indeed, their future is bright. The

(Continued on page 68)

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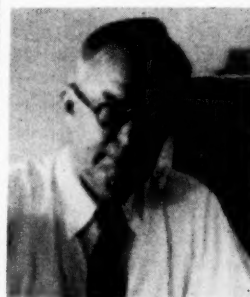


clove prospects in Zanzibar

By R. O. WILLIAMS, General Manager
Clove Growers Association
Zanzibar

I have just returned to Zanzibar after a visit to its sister isle of Pemba, whence the major part of the clove production of these two islands emanates. I motored through

some 50 miles of low, undulating country almost entirely devoted to cloves, tall compact, columnar-shaped trees with shiny green, healthy foliage.



On close examination the new crop can be seen in great abundance, but it must be remembered that clove trees give evidence of bearing many months before the buds are nearly ready to open, the proper stage for

picking. Picking is not likely to commence until July and will then continue for several months.

The crop is expected to be a very large one, and it is not unusual at this stage for somewhat extravagant estimations to be made as to its size. The Clove Growers Association undertakes a detailed survey of the cloves upon the trees during the month of May, and publishes its own estimate of the cloves which are likely to be picked as soon as the survey is complete.

It will be understood that not all the cloves to be seen on the trees are pickable. Some cannot be reached or picked for a variety of reasons. Labor may not be available in sufficient force, and the weather may not be propitious. Therefore, like all farmers' crops, it is never wise to "count one's chickens."

It is, however, evident that if there is no undue setback, Zanzibar and Pemba should reap one of the larger crops in its history.

In an article in *Coffee & Tea Industries*, formerly *The Spice Mill*, for May, 1952, I referred to the irregular cropping of the trees, it being quite a common feature for a heavy crop to be followed by two light ones. This is well exemplified in the production of the last three seasons.

Season	Tons
1950 - 1951	19,380
1951 - 1952	5,567
1952 - 1953 (nearly complete)	1,849

Actually, the crop for the seasonal year ended June 30th, 1953, will almost certainly prove to be the smallest on record.

All the signs on the trees now point to the beginning of another cycle, with a bumper crop, and assuming this will be so, it will come at a most welcome time. Clove stocks held in the main consuming countries, as also in the countries of production, are extremely low, and there are

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COFFEE & TEA INDUSTRIES and The Flavor Field

an answer to "caking" in dry seasonings



By LLOYD C. BELLISIME,
Vice President
Gentry Division
Consolidated Grocers Corporation

One of the chief restrictive factors in the merchandising of hygroscopic seasonings to the consumer trade has long been the problem of "caking."

For example, if packaged in their pure form, dehydrated onion, garlic and celery powders, to name a few, will soon "set up" and become quite hard when exposed to atmospheric moisture. The reason is simple, but until a little over four years ago, there was no really effective remedy.

What happens is this: Many pungent seasoning vegetables have an extremely high water content. During the dehydration process, virtually all of this water is removed. As a result, the dehydrated powders are hygroscopic, which is just another way of saying that they contain less moisture than is found in ordinary atmosphere. Thus, they soak up moisture like a sponge.

The great convenience offered in the use of such seasonings as onion and garlic powders encouraged many repackagers to try to solve the caking problems by the use of so-called anti-caking agents, such as magnesium carbonate and tricalcium phosphate. Large percentages of salt were also mixed into the blend, partly to reduce the cost of the finished product, and partly to inhibit caking.

These measures were not entirely satisfactory, because salt itself attracts moisture, as evidenced by the way it tends to become lumpy on a damp day. Onion or garlic salt is cheaper than pure onion or garlic powder. But it is correspondingly weaker in flavor-strength. In order to get a stronger flavor, the consumer has to use more of it . . . and run the risk of adding more salt than is wanted.

Onion and garlic dehydrators, aware of the caking problem, produced coarser grinds of their products on the proven theory that the larger the particle size, the less total surface area available for moisture absorption. Coarsely ground onion or garlic powder will resist caking much more effectively than finely ground materials.

But even coarsely ground onion or garlic powder, blended with tricalcium phosphate or magnesium carbonate, and common table salt, and containing corn starch, soy flour or certain cereal flours, as further inhibitors, will still cake under certain conditions.

It was not until a little over four years ago, when Gentry researchers completed their experiments, that the ideal anti-caking agent was found.

Borrowing a page from the pharmaceutical industry, Gentry conducted exhaustive tests on the use of calcium stearate as a moisture-absorbent inhibitor. Calcium stearate is an impalpable powder, screened through a 325-mesh screen; it works by virtue of its ability to coat the individual particles of onion or garlic to prevent the absorption of moisture, and thereby prevent sticking.

Working in close cooperation with the Metasap Chemical Co., of Harrison, N. J., Gentry developed a special grade of calcium stearate known as "Metasap OG Grade." This is a specially prepared, highly purified product. Although magnesium stearate is considered to be equally effective as calcium stearate as a caking inhibitor, Gentry preferred the use of calcium stearate on the basis that calcium is an element which is needed in larger amounts nutritionally than is magnesium.

Before recommending the use of calcium stearate in onion and garlic salts, Gentry checked with the U. S. Food & Drug Administration in Washington, D. C., and received from that agency official permission to use calcium stearate in whatever amounts were needed to prevent caking.

Following the completion of experimental work, Gentry convinced the research groups of the Quartermaster laboratory in Chicago that they should adopt calcium stearate as an ingredient in such salts for military use, and the specifications for garlic salt, and the purchase description for onion salt, as well as the specifications for celery salt, also include the use of calcium stearate as an anti-caking agent.

Onion and garlic salts, properly prepared with calcium stearate, can be exposed indefinitely, unprotected, and still remain free-flowing.

The discovery of a really effective anti-caking agent has made it possible to offer virtually pure onion and garlic powders to the retail and institutional trades in convenient, easy-to-use shaker top containers. Gentry Granulated Onion and Granulated Garlic, for example, contain 98 per cent pure onion and/or garlic powder, with only two per cent calcium stearate, and is made available in a larger size container than has heretofore been possible. These products contain no salt or other additives.

This means that repackagers may now offer their trade virtually pure seasonings at full flavor strength. True, these products cost more than products containing salt, but they also provide more positive flavor control in that salt may be added at will in the finished food product in the exact quantities called for by the recipe.

There is a further advantage to repackagers in that many small firms not equipped to do their own blending may simply repack from bulk containers, whereas in the case of onion and garlic salts, it is necessary for them to blend the salt with the seasoning before packaging.

Acceptance of Granulated Onion/Garlic with calcium stearate has been phenomenal at the institutional level, and it is only a matter of time before this same acceptance is experienced in the consumer field at the retail level.

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Grenada nutmeg crop hit by bad weather

By F. C. HUGHES, Secretary
Grenada Co-operative Nutmeg Association

Nutmeg trends are towards a hardening in prices due to a crop shortage in this years production, brought about principally by adverse weather condition.

The opinion is expressed that a periodic short production, say for a year or two, serves as needed rest to the trees. Nutmeg trees which normally crop in major or minor quantities the year 'round, need a holiday now and then like all other living creatures. This holiday serves as a recuperative process, after which the plant can be depended on to produce its normal quota of nutmegs.

Another trend is a very definite adherence to, and appreciation of, good quality.

Some of our American friends visiting here expressed agreeable surprise when shown our curing and processing stations. The Grenada Co-operative Nutmeg Association was complimented in no uncertain terms for its set-up and for its sanitation.

Unsolicted, some of our friends in the U.S.A. have written expressing appreciation for the constant improvement in our products since we controlled the handling and marketing. We are informed that, unlike the years prior to our advent, rejections by the Food and Drug Administration are now rare.

With prices at a low level, producers are finding it difficult to maintain their holdings in an efficient manner. Needless to say, this is not a pleasant prospect, as neglect of field husbandry tends to react unfavorably on cropping.

It is hoped the present year will see, not an undue upswing in prices, but one that will be an economic average, whereby producers will be enabled to give the necessary attention to their fields.

clove prospects in Zanzibar

(Continued from page 64)

still some months to go before the Zanzibar and Pemba crops will be on the market, and longer still for the crop from Madagascar.

At the time of writing it is estimated that not more than 400 tons of the present season's crop remain in Zanzibar. The world at large, therefore, is likely to be bare of cloves before the new crop arrives.

World consumption has been stated by Tidbury ("The Clove Tree" page 14) as a little over 12,000 tons per annum, based on an average for the period 1937 - 39. If

(Continued on page 68)

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Spice volume continues to expand in Canada

By ELMER R. FREEL, President
Canadian Spice Association

When requested to write a short article for Coffee & Tea Industries, convention section, I felt quite impressed with the honor and did not feel that the job would be too exacting. However, on closer examination I find it somewhat difficult to make any remarks that we have not already made on past occasions.

In order to get some inspiration, I have read the articles supplied by my fore-runners in office as president of the Canadian Spice Association on the same occasion, and jointly and collectively they seem to have covered the ground pretty well and have left little for me to say.

However, it is always pleasant for us to send greetings to ASTA on the occasion of its annual convention. We in the spice trade in Canada are real admirers of the American Spice Trade Association and are greatly impressed with every activity of this ancient and honorable society. Over the past year we feel that ASTA has been gaining momentum in every branch of its work. Everything seems to run smoothly and with authority.

From our viewpoint, the work seems to go on with continually greater momentum and expansion. We like the bulletins, the public relations project, the efficiency of the committees, the tirelessness of the secretariat, and the seeming good fellowship throughout the whole association.

In Canada our problem is a little more complicated. We have a smaller population, scattered over a very wide territory and our centers of manufacture and distribution are distant from each other. On this account, it is hard to get together for meetings, and work of our association is carried on more or less by remote control.

Furthermore, we are a comparatively young organization, and "Rome was not built in a day." However, we certainly are alive and have made some progress this year.

Presently, and over the past year, we have been successful in obtaining some modification of the Canadian tariff on various seasonings, and have studied various standards and made recommendations to the Canadian government's Department of Foods and Drugs, with regard to standards of purity.

Many meetings have been held in various parts of the country, and certainly never has the feeling of good fellowship and cooperation in the trade been so strong.

The sale of spices and seasonings in Canada continues to expand at a very satisfactory rate. Not only is the volume growing continually, but there is an increasing demand for new items. This, we think, is caused by our



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many new citizens, who import the taste for foreign seasonings with themselves.

It is gratifying to note that quality of spices in Canada is higher from year to year. Our association takes some credit for this, as it has always promoted the virtue of quality.

This year the Canadian Spice Association will hold its annual meeting at the General Brock Hotel, Niagara Falls, Ontario, June 5th, 6th and 7th. It is expected that members from all parts of Canada will be in attendance on this important occasion. This year the meeting will take on an international flavor, as it is planned to hold a dinner party in Buffalo, N. Y., Friday evening.

In conclusion, I know that I speak for all members of the Canadian Spice Association in extending to the American Spice Trade Association our congratulations on the conclusion of a year of fine, constructive progress, and our best wishes for a happy and successful convention at the Bedford Springs Hotel.

spice trends in India

(Continued from page 55)

increasing.

Secondly, there appears to be a considerable amount of pepper permanently held by the producers in India.

Thirdly, private and state-sponsored groups are hard at work in India trying to develop increased production and to maintain the highest possible standards of quality.

Speaking briefly for the other producing areas in the world, Sarawak and Borneo seem to be taking the leadership in the problem of better and more abundant production, with output increasing markedly each year.

Conditions in Indonesia are extremely difficult and little information is available about the actual production of Lampong black pepper. Government export statistics for the year 1952 indicated an increase of almost 100 per cent over the previous year. Political conditions in Indonesia may hamper movement of crops, but generally speaking an increase in production in Indonesia is also indicated.

clove prospects in Zanzibar

(Continued from page 66)

the Zanzibar and Pemba crops reach, as well they may, production figures anywhere near the 19,500 tons of 1950-51, or the record of 21,000 tons in 1937-38, although in excess of current world requirements, they will be needed to meet the probable shortcomings of the next one or two years.

It is a function of the C.G.A. to do what it can to control the situation created by fluctuating crops by means of a floor price in the local market for cloves, and by a system whereby cloves are received on deposit against cash advances. The rates paid, usually over seasonal periods, are decided about June in each year.

The future trend of world prices is the guess of anyone. Production costs have increased by leaps and bounds in recent years, and the export duty which is based on the values of the preceding twelve months will be considerably higher.

herbs . . . and the spice market

(Continued from page 63)

resurgence of years ago has now moved them into a permanent position alongside of spices. Their rightful place on the spice shelf is finding the fullest scope.

Pepper, cassia, nutmeg imports up in 1952; ginger, cinnamon down

United States imports of black and white pepper, vanilla beans, cassia and cassia vera, nutmeg and mace increased last year, but imports of ginger root, cinnamon and chips and pimento dropped, the Office of Foreign Agricultural Relations reports.

The import value of black and white pepper, cassia and cassia vera and nutmeg increased, but the import value of vanilla beans, ginger root, cinnamon and chips, pimento and mace dropped.

The price per pound of all of the spices except white pepper and cassia vera dropped compared to 1951.

Black pepper, the largest United States spice import, comes principally from India, Indonesia and British Malaya. Imports from India rose ten per cent over 1951 but those from Indonesia better than doubled, while imports from British Malaya are five times what they were in 1951. Also, United States imports of Indonesia white pepper more than tripled in 1952.

Nutmeg ranked second in volume among United States spice imports in 1952, coming principally from the British West Indies and Indonesia, while vanilla beans and ginger root ranked second and third, respectively, in value.

Pepper prices since prewar years have skyrocketed, but are now showing a downward trend, the report noted. It is not expected, however, that they will ever return to the prewar level.

All other spice prices, excluding vanilla beans, have doubled since prewar. Vanilla prices have remained fairly constant.

what to know about Batavia cassias

(Continued from page 56)

content is very high, 80 to 85%.

Quality "B" and "C": The "B" quality contains only 1% oil content maximum, while the "C" quality contains only 0.5%, and it is extremely low in cinnamic aldehyde, containing only about 40%.

The main characteristics of Batavia cassia that makes it so different from the Chinese type is that it contains a

large percentage of starch, and within the starch is a very high percentage of a mucilage, an unknown gum-like substance. This gumminess is especially prevalent when the ground spice is put through the hot water test, which is done the following way:

Two tablespoons full of finely ground Batavia cassia are placed in a glass and hot water poured over them. The water does not necessarily have to be boiling. The cassia is saturated thoroughly and then is allowed to settle. In two to three hours, the cassia will become a thick gummy mixture which will be impossible to separate, even by the most vigorous stirring.

Because of the exceptionally high percentage of cinnamic aldehyde found in Batavia cassia, this type of bark lends itself exceptionally well to blending purposes. The unfortunate aspect of this cassia is that high percentage of starch and mucilage causes untold difficulties when the cassia is used in conjunction with cooking, where water is involved.

(In my next article I shall deal with Korintji cassia. —K.H.L.)

the pepper picture

(Continued from page 61)

3. Renewed efforts by bulls could again reverse any trend long enough to upset calculations of this market, in which during the past few months the law of supply and demand has not functioned normally. Their task will not be lightened as we approach the slow consuming season, even if all grinders should not have covered their requirements sufficiently, although such a factor may easily cause a temporary recovery. In evaluating the latter, it should be borne in mind that arrivals to date have been substantially in excess of last year during the same period that the pipelines (to the consumer) were probably well filled before the recent price advance posted by the grinders.

4. Major short positions no longer exist, which is not conducive to an advance, and speculative capital even after the recent reaction will be scarce.

5. As I write this article, political developments which have affected the psychology of the pepper market in the past are moving fast and may well overtake any calculations by the time this goes to press.

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New York News

■ ■ Two of Brooklyn's oldest coffee families have joined forces. The amalgamation was announced last month of the C. J. Neumann Coffee Co. and Albert Ehlers, Inc.

Founded 60 years ago, the Neumann organization will operate as a separate division of Ehlers, under the personal supervision of Conrad C. Neumann, son of the founder.

■ ■ In New York for two weeks was Dr. Oscar Hernandez Raga, president of Jose Antonio Hernandez, Sucs, of Maracaibo, one of the leading shippers of Venezuelan coffees. After his stay here, during which he made his headquarters at L. Neugass & Co., Inc., he went on to Canada for a two-week vacation.

■ ■ L. Neugass reports another visitor from Venezuela was Juan Mendiri, of BECO, Maracaibo, who stopped off en route to Europe. Mr. Mendiri was accompanied by his wife and one daughter. The European trip, which will take two months, is mainly a vacation tour. BECO is known to be the largest shipper of coffee in Venezuela.

■ ■ Gus Scheidemann, of Balzac Bros. & Co., Inc., is back in harness after being under the weather for a couple of weeks.

■ ■ Colombia also had some leading coffee shippers in town recently. After a five week stay here, Ciro Rodriguez, of Bogota, who was accompanied by his wife, sailed for home on the Santa Paula.

■ ■ José Dolores Rodriguez, of San Gil, is here for a brief stay. Making

the trip with him are his son, Carlos, and his daughter-in-law.

■ ■ Phil Nelson, of Ruffner, McDowell & Burch, Inc., will be back later this month from one of his regular trips to visit his company's accounts in Brazil. The trip is taking about six weeks.

■ ■ Adding to the roster of guests from producing countries in town were the representatives of member countries of the Pan-American Coffee Bureau, here for the annual meeting of the Bureau's board of directors.

While they were here, a cocktail party in their honor was tendered by the National Coffee Association at the Savoy-Plaza Hotel.

■ ■ The trade is welcoming to New York Horacio Cintra Leite, first representative of the Brazilian Coffee Institute. Mr. Leite will probably be setting up offices at 120 Wall Street, adjoining the headquarters of the Pan-American Coffee Bureau, unless the space situation makes a move necessary. In any event, the Bureau and the New York office of the Brazilian Coffee Institute adjoin. This arrangement will make it easier for Mr. Leite to carry out his dual responsibilities, which includes that of delegate of Brazil to PACB.

Mr. Leite will substitute for Dr. Sarmanho when the Bureau president cannot be at PACB meetings.

Mr. Leite, who is a coffee grower and comes from a coffee growing family, says that his appointment is another indication of the desire of the Brazilian government "to place respon-

sibility for the destiny of coffee, our principal product of export, in the hands of Brazilian agriculture."

■ ■ Here to visit New York and other big centers of coffee and other commodities is Vicente Rodriguez, of Soc. Cafes La Virginia, Rosario, Argentina.

During his stay of about three months, Mr. Rodriguez plans to study the way the trade handles coffee at the green end, as well as coffee processing methods and equipment.

His firm imports and packs tea and spices, as well as coffee.

■ ■ W. F. Walsh has been named traffic manager of the New York office of the Westley Shipping Co.

Mr. Walsh was affiliated with Norton, Lily and Co. for many years. During World War II he was on leave with the British War Ministry Transport and supervised traffic on lend-lease service to the Far East and Southwest Pacific areas.

■ ■ Lowry & Co., Inc., of 99 Wall Street, has been named a member of the New York City Green Coffee Association.

■ ■ Well, it's over for another season, the bowling match of the green coffee league. Here are the final standings, in games won and lost, and prize money:

Aronco, 40 won, 32 lost, \$105 in prize money; Ehrhard, 40, 32, \$105; Savarin, 40, 32, \$105; Schaefer Klaussmann, 39, 33, \$85; Rivoli Trucking, 38, 34, \$80; Bendiks, 37, 35, \$75; Hard & Rand, 37, 35, \$75; Arbuckle's, 35, 37, \$70; Cosmopolitan Shipping, 33, 39, \$65; Force, 32, 40, \$60; Argentine State, 31, 41, \$55; Slover, 31, 41, \$55.

High teams for three-game averages were Ehrhard, Savarin and Argentine State. Ehrhard also led in top score for a single game, followed by Schaefer Klaussmann and Argentine State.

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San Francisco Samplings

By MARK M. HALL

■ ■ Importers report the coffee market dull and unsteady as of the time of this writing. Prices have been declining and roasters seem to have enough coffee on hand to hold off buying. The purchase by the U.S. Army on March 17th of Santos coffee at 62 cents was the last bullish factor of the rise. It is also reported the Army bought Colombians at 60 cents, but they are all the way back in price today to old levels. Colombians selling under Brazils is an upside-down situation.

The things which were expected to happen did not. Wholesalers and retailers anticipated that removal of ceilings would cause a hoarding move by the public. This did not materialize, but the grocers stocked up. This increased demand on the roasters, who were forced to a limited extent to pay some of the high prices at the peak of the movement. With no repetition of the situation in 1949, dealer demand slackened. Roasters are not buying as heavily and consequently the green men are experiencing a dull period.

With Brazils selling above Colombians the West Coast roaster is turning to

Centrals and Colombians. It is reported that even some of the roasters of the lower priced coffees are putting the better grades of Centrals and Colombians into their packs. When prices were high Colombians registered too much coffee, the actuals were required to be on hand, and as a result there was too much coffee ready for shipment and the price weakened.

While prices are weak at the present time, yet it is considered that the statistical position of coffee is such that prices will firm up later. It is not expected there will be any buying of consequence until prices show positive indications of moving up.

The rise in roaster prices as a part of the recent flurry has about been erased. To review these fluctuations, in April, 1952, roaster prices were at 86½ cents, the old O.P.S. price, and they rose to 91½ at their peak of March, 1953. In March the advance was two cents. At the time of this writing they were down to 88 cents or a total of 3½ cents, and the rise from old O.P.S. levels was 5 cents. These fluctuations were not all reflected in consumer prices.

■ ■ Mario Esquivel, Aniceto Esquivel E Hijos, San Jose, Costa Rica, arrived

in San Francisco during April and later attended the P.C.C.A. convention at Del Monte. He spent a good deal of his time at the S. F. Pellas Co.

■ ■ Carlos Abreu, nephew of Anthony Abreu, of Rio de Janeiro, an exporter and importer, is a visitor for some months at E. A. Johnson & Co., learning the ways of the coffee business in this country.

■ ■ Leonard Koppel, weigher, freight forwarder, etc., of Wilmington, Calif., was in town last month, and to judge from the way the green coffee men greeted him on the corner of California and Front Streets, one might have thought him to be a coffee buyer. The fact is, the gentleman seems to be very popular in his own right. Mr. Koppel made his start in San Francisco at the Haslett Warehouse back when coffee arrived in the shell and had to be removed with special machinery. In 1923 he went south and started his present business.

■ ■ William Rowe, Jr., of the Bunge Corp., made a trip to Central America last month for his company. They say he has been making a lot of progress since he took over the Bunge coffee department here.

■ ■ The subject picked by Henry Drath, vice president of the Bank of America, for his address before the recent W.S.T.A. meeting, was foreign exchange. As tea is one of the great commodities traded by the English, the position of sterling came for a good deal of dis-



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cussion. England has been increasing her gold holdings. The Bank of England allows fluctuations in her currency but the underlying tone is very firm. Future sterling sells very close to the spot today. Two years ago the official quotations and the black market showed quite a difference, but that no longer exists, because of the much improved position of the sterling market.

Mr. Drath also outlined foreign exchange deals with Germany after the war, and the manner in which credits in that country were turned into dollars, which might have mystified even Ponzi.

Joseph Bransten, of M.J.B., president of W.S.T.A., introduced the speaker of the day.

■ ■ Robert H. Dick's appearance at the W.S.T.A. meeting was in the nature of a farewell because he has been appointed Tea Examiner for the Port of New York to replace Charles F. Hutchinson, who is retiring. Dick regrets leaving California, but there is no such thing as refusing the call to the greatest port for tea in the country. The boys will all miss Dick.

■ ■ Shipments of coffee into the Port of San Francisco for the first three months of the year are running behind the same period last year. March and April shipments are high, and it is probable that by the end of April the tonnage may even exceed that of last year. Stanley Evans, of the Harbor Commission, furnishes these figures: January, 1952, 14,090 tons; February, 9,580; March, 16,912, which total 40,582. Figures for 1953 are: January, 7,737; February, 10,066 and March 20,655, which total 38,458 tons.

■ ■ Paul Ahrens, of Irwin-Harrisons-Whitney, Inc., left last month for Shizuoka, Japan, to be there during the tea season. He left by boat but passing him in the sky, perhaps, was Phil Hellyer, of Hellyer & Co., going by air to the same place.

■ ■ Ed Spillane, of the G. S. Haly Co., spent some time last month calling on the trade in Portland and Seattle. Charlie Behre, at one time with B. C. Ireland, but originally of Seattle, is the G. S. Haly representative in that city.

■ ■ Edward Bransten and George Bardet, of M.J.B., were in the East last month, visiting New York and Boston on business.

■ ■ Frank J. Frelson, of B. C. Ireland, Inc., was in Seattle last month in the interests of the spice and seed end of his firm's business.

■ ■ Weldon H. Emigh left last month on the Lurline for Hawaii, with his wife, to mark the 25th anniversary of their marriage. It was not long ago that they celebrated the marriage of their daughter.

■ ■ Bert Balart was in town last month and he did not overlook the opportunity to visit his old friends in the coffee trade. He was on his way, with Mrs. Balart, to visit their daughter, Mrs. Lucile Balart Palmaro, in New York. She is married to the Consul General of Monaco stationed at New York, where she divides her time between her own apartment home in the city and a country home on Long Island.

For anyone who does not know the date, Bert sold out his interest in the

Alexander-Balart Co. in 1926, and later was coffee consultant for the American Can Co. and did considerable writing for coffee publications.

He has been a familiar figure at the P.C.C.A. conventions, but he missed it this year because of his trip to New York. Bert has a host of friends, and more than one of them inquired about him, since things did not seem complete without him.

■ ■ Mort Adams, of the Tea Council, was in town last month and visited such tea men as Joseph Bransten, Charlie Montague, Ed Spillane, Miller Riddle and others, promoting the restaurant and institutional end of tea sales with special emphasis on the two ounce formula.

Southern California

By VICTOR J. CAIN

■ ■ Andrew S. Moseley, president of Breakfast Club Coffee, Inc. recently purchased a home in the Palm Spring area. It is situated opposite the exclusive Shadow Mountain Club, and will afford both Mr. and Mrs. Moseley a great deal of pleasure.

■ ■ H. K. (Hoff) Grady, western freight traffic manager of Moore-McCormack Lines, Inc., spent several days in Los Angeles calling on the trade.

■ ■ We were very sorry to hear that Bill Egle, of Pope & Talbot, Inc., was ordered to the hospital for an operation. However, at last report he was showing a rapid recovery. We look for Bill's return to his desk in the near future.

■ ■ Mr. and Mrs. Ed Johnson, of E. A. Johnson & Co., San Francisco, came to Los Angeles to spend a few days of vacation, but unfortunately met with a slight collision. No injuries were sustained by either Mr. or Mrs. Johnson. But it did necessitate a hurry call to son Norman Johnson, requesting he bring down another car so they might finish their vacation. Norm brought his charming wife Barbara along with him, but their stay in Los Angeles was all too short.

■ ■ The Los Angeles Transportation Club held their annual stag dinner and golf tournament at the Lakewood Country Club. As usual, Pope & Talbot, Inc.—in the persons of George Bushnell, Bill Beckett, Mike Donner, and Hal Hertzog, with Bill Egle there with us in spirit—acted as hosts to the coffee trade. Turning out for golf were Bill Morton, George Riley, Joe Magie, Jack Arnold, Charlie Mack, George Smith, Herman Landon and Vic Cain. Undoubtedly these boys had an ulterior motive for making certain to get out for this game of golf—the thought that the convention tournament was just around the corner.

Seen at the dinner later was Roy Farmer, Bob Olisar, Tom Halpin, Rudy Groth-Minot, Dick Moseley and Walt Dunn. It might well be said that the Transportation Club did an excellent job with the handling of the dinner and the selection of entertainment.

■ ■ Charles Nonemacher, Southern California region vice president of the Pa-

cific Coast Coffee Association in conjunction with his two directors, Andrew S. Moseley and John Mack, held a luncheon at the Statler Hotel. This was a final regional meeting before the convention, and several topics of importance were discussed, including the motion that William Waldschmidt be elected to be our new regional vice president for 1953-54, with Charles Nonemacher and Ray Bradt to be the directors.

■ ■ Mr. W. B. (Beck) Rowe of the Bunge Corp., San Francisco, recently stopped in Los Angeles enroute to Central America. Mr. Rowe expected to join Carl Borschenius, of New York, in Mexico City, and from there proceed to cover the balance of the Central American countries and then Colombia, returning to San Francisco in three weeks.

Vancouver

By R. J. FRITH

■ ■ Tea men in this Western Canadian city now believe the Tea Bureau will continue in Vancouver more or less indefinitely. It was understood that the tea planters of Ceylon would continue their support of the sales and advertising campaign in Canada, and that in this respect they would be joined by contributors from the principal tea packers, to help finance a fairly comprehensive campaign.

■ ■ Hugh Walford, representing Dodwell & Co.'s Colombo branch, was in town for a short visit to H. Magnall & Son, who represent this firm, with others, in these territories. He said Colombo tea production was up, and the whole island was looking to increased trade.

Mr. Walford will make a number of visits to firms in other American and Canadian cities before returning home.

■ ■ H. G. Moorhead, sales manager, for Florasynth Laboratories, Ltd., Montreal, was making one of his regular spring trips to Vancouver this month. His firm represented on the Coast by Martin & Robertson, Ltd. Mr. Moorhead said the company has some plans for expansion but these were not yet in sufficient detail to warrant an announcement.

■ ■ Following the sudden death of Reggie R. Arkell, executive vice president of Kelly, Douglas & Co., Ltd., wholesale tea and coffee roasters, Vancouver, the announcement was made that Jean Carroll becomes chief executive of the firm. At the same time it was announced that Victor McLean, grandson of the late Robert Kelly, who was one of the firm's founders, had been appointed a director and assistant to Fred M. Kelly, president of the company.

■ ■ M. J. Sheridan, British Columbia manager of the T. H. Estabrooks Co., Ltd., has completed a survey of business conditions in the interior and has returned to his desk at the Vancouver branch. He says business, generally, is good everywhere he went and he confidently predicts another big year.

■ ■ E. F. Maeder, export manager for Twining & Crossfield, Ltd., of London,

(Continued on page 74)

New Orleans Notes

By W. McKENNON

■ ■ The trade sadly paid final tribute to John S. Timlin, Jr., general freight traffic manager of the Mississippi Shipping Company, who died suddenly on April 1st, following the Shriners' parade in which he participated.

His death was caused by a heart attack.

Funeral services were conducted with Masonic rites.

Mr. Timlin, a native of New Orleans, had been with the Mississippi Shipping Co. for 28 years, starting as an office clerk.

He was an active member of the Traffic and Propeller Clubs, International House and the Chamber of Commerce, and was a Mason, a Shriner and a Knight Templar.

He is survived by his widow, the former Miss Billie Finnin; a daughter, Barbara Ann Timlin; a son, John S. Timlin III; a brother, Roger Timlin, and a sister, Mrs. P. M. Bannister.

■ ■ Mr. and Mrs. Olavao A. Ferraz and family returned to their home in Sao Paulo via New Orleans after a three month visit in the States.

Mr. Ferraz, a prominent coffee man in Brazil, was quoted in the New Orleans papers as indicating the continuing drought in Brazil may mean little relief from higher coffee prices. He pointed out that the drought, in addition to labor shortages and a dearth of rich land where the climate is right for coffee growing, has cut production in Sao Paulo from 20,000,000 bags of coffee per year to 7,000,000 bags.

Mr. Ferraz' son, Marcello, has been employed with Leon Israel & Bros., Inc., here, and a second son, Alavo, Jr., is studying business administration at Tulane University.

■ ■ W. D. Roussel has returned from a business trip which took him to New York recently.

■ ■ Joseph S. D'Antoni was recently elected president of the Standard Fruit and Steamship Corp. at the annual meeting of the board of directors.

Other officers elected were: Felix Vaccaro, vice president; William A. Blackman, vice president; Marion J. Green, secretary; Walter Brown comptroller; Harold L. Rolfes, treasurer; E. E. Daly, assistant secretary and treasurer; and Donald U. Bathrick, chairman of the board.

Four new members of the board of directors are: Robert W. Elsasser, New Orleans; W. J. Anderson, Jr., Nashville; J. Douglas Casey, Chicago.

■ ■ Albert Schaaf of Stewart, Carnal and Company has returned from a business trip to New York.

■ ■ Henry F. Scherer, executive vice president of the Douglas Public Service Corp., New Orleans addressed the Fourth Annual Institute of Foreign Transportation and Port Operations at the St. Charles Hotel here on general warehousing practices and terminal operations at the waterfront.

The Institute, composed of delegates from all over the country, also heard an address by A. W. Gatov, chairman of the Federal Maritime Board, Washington, D. C.

The week-long meeting closed with a banquet at the St. Charles hotel.

■ ■ Mr. and Mrs. Gus Andresen, of Duluth, Minn., spent a couple of days in New Orleans upon their return from Brazil. They took a vacation in Florida before returning home.

■ ■ Webster Marks, of Zander & Co., Inc., recently made a trip through the Southwest territory in the interests of his firm.

■ ■ Kent Satterlee, general membership chairman of the New Orleans Board of Trade announced that a number of directors have contributed prizes to be awarded to members on the basis of the number of new members they bring into

the organization. J. W. Gehrkin and Jack Lengsfeld serve as chairman and vice-chairman, respectively, of the membership development Committee. Directors contributing prizes include A. C. Cocke, E. T. Colton, W. C. Englisbee, C. W. Frank, Sr., A. S. Huey, H. X. Kelly, N. D. Marshall, C. A. Nehlig, B. C. Pitts, A. G. Peyrefitte, E. R. Richeson, J. S. Sareussen, E. V. Schafer, Sr., and Harold Scherer.

■ ■ Pedro G. Martins, manager of Vicri, S. A., Santos, accompanied by his wife, arrived on the Del Norte to spend some time in this country. Mr. Martins is making his headquarters at J. Aron & Co., Inc., New Orleans.

■ ■ Frank J. Stayton of the Batterton Coffee Co., Birmingham, Ala. passed through New Orleans on his way to visit his son, who is a Presbyterian Minister in Hattiesburg, Miss.

■ ■ Maurice Galland, of Otis McAllister's Chicago office, recently visited here on business.

■ ■ Alvin Zander, of Zander & Co., Inc., has just returned from a business trip to New York and Midwestern points.

Vancouver

(Continued from page 73)

well known tea and coffee exporters, was calling on the trade in Vancouver, renewing old friendships. He stopped over at several Canadian cities on the way West and will return to London by way of United States, where his firm has many important connections.

■ ■ Dudley Hutton, of the Moore-McCormack Lines, Inc., whose ships have brought many a cargo of good coffee to Vancouver and other North Pacific Ports, was host at a happy cocktail party for coffee men aboard the S.S. Mormacgulf. Everyone was in the mood and a very pleasant time was had by all. There were 45 guests aboard for the reception.

■ ■ Harry Thompson of W. R. Grace & Company's San Francisco office, was in Vancouver for a short time, renewing old friendships in the trade.

■ ■ Nat Holleb, well known jobber and distributor in Chicago, has gone to Florida for his spring vacation.

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India may cut this year's tea

production by 50,000,000 pounds

T. T. Krishnamachari, India's Commerce and Industry Minister, announced recently that the tea industry was thinking of restricting production this year by 50,000,000 pounds.

The Minister said that the government had not accepted the proposal for direct relief to the tea industry.

The minister maintained that prices had materially advanced and the government was assured by the tea industry itself that the present prices were competitive.

The depression in the tea industry had now definitely lifted, he added.

package weighing equipment

(Continued from page 51)

vitality needs. And, as has been demonstrated often, even good maintenance is not always the answer. The hard usage to which processing scales are put in production operations makes replacement necessary more often than in the cracker barrel days.

When replacement is advisable, in addition to considering a new scale that is a duplicate of the old one, then is the time to consider if a more adequate scale is needed. Tremendous strides have been made in recent years in the design of scales to give better weighing performance and at the same time to reduce the cost of weighing operations. Often a very little saving on the time required and the cost of handling the materials to and from the scale can, in a short time, more than pay for the cost of the new scale. This is when the scale sales engineer really has the opportunity to show his ability.

coffee growing and the U. S. market

(Continued from page 13)

standings be corrected and I hope the press of this great and friendly country will help make clear to the American people that coffee is synonymous with Brazil, and is the economic mainstay which makes us a strong ally of the United States.

Also, I should like the American people to know that coffee is a great economic factor within the United States.

It has developed a sizable industry and trade here, to such a point that when the consumer buys one pound of roasted coffee a great portion of the money he paid goes to that industry and trade. Furthermore, that part of the money coming to Brazilian farmers, stays almost intact in the United States in order to pay for our industrial imports.

Thus when the American people drink a cup of coffee they are really getting direct and indirect benefits from our product. From the beverage they get enjoyment for the palate and the uplift for the spirit. With what they pay for coffee the American people are strengthening the economy of a friendly country and a steadfast ally, and at the same time contributing to making their own industry even stronger and more prosperous.

the coffee outlook

(Continued from page 13)

Hofheinz, from housewife's leagues and from some other grocers.

Adverse reactions came in different ways in other areas, such as in a few Cleveland hotels and in the "war on coffee prices" declaration of the president of top industrial catering service.

What is the net result? Coffee sales volume will be the yardstick. One roaster in New York said that so far he could detect no drop compared to a similar period last year.

The answer is not, of course, one roaster's experience. It must be a total of what roasters everywhere are experiencing. The answer will be clearer with time.

spice men at Bedford Springs convention

(Continued from page 53)

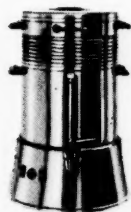
are hung over will be completed. That evening the annual banquet will take place, followed by dancing into the final wee hours.

Thursday most conventioners will be checking out on this ASTA convention—one which promises to be as instructive, enjoyable and memorable as any which have gone before.

Chicago

By JOE ESLER

■ ■ John Hazle plans to retire from the coffee equipment department of the B. F. Gump Co. after many years of service.



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ONTARIO, CANADA

■ ■ Leo C. Russo, vice president and director of purchases of Consolidated Grocers Corp., has resigned according to a recent announcement. He says his plans for the future are indefinite.

■ ■ Stetson China Co. is pushing the sale of their lines through the coffee and tea wagon route merchants.

■ ■ Wallace Gill, for the past thirty years with Steele-Weedles Co., has joined the coffee department of the Consolidated Grocers Corp.

■ ■ The Chicago Coffee Club gave a dinner and dance last month at the Parician Club.

■ ■ The 20th annual National Premium Buyers Exposition was held at the Conrad Hotel last month. More than 200 firms exhibited their wares and items of interest to the premium buying trade who were in Chicago for the big event from all parts of the country and Canada. There were many interesting speeches such as Super Markets Use of Premiums, Coupon Premium Pro-

motions, Use of Premiums in House to House Selling.

Hazel-Atlas Glass Co. had a complete line of glassware for premium use with J. Nelson McNash, W. T. Otto, M. C. Robinson, El Johnson, A. A. Lang and D. Reeves on hand for the company.

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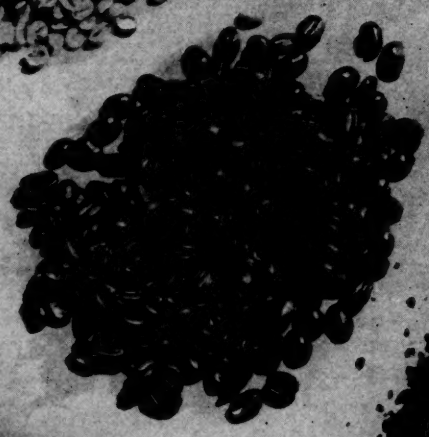
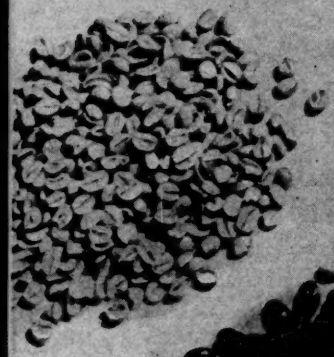
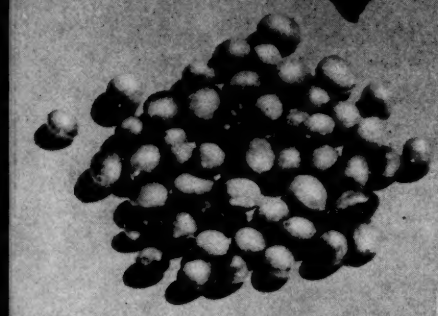
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